

NYKAA

**NYKAA
DATASET
ANALYSIS
WITH
POWER BI**

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POWER BI PROJECT

Power BI is a powerful business intelligence (BI) tool developed by Microsoft. It's a comprehensive suite of software services, apps, and connectors that work together to transform raw data from various sources into coherent, visually immersive, and interactive insights.

You can download Power BI Desktop for free from the Microsoft website or through the Microsoft Store. Downloading from the Microsoft Store is often preferred as it automatically handles updates.

Power BI is a versatile and powerful tool that empowers individuals and organizations to make data-driven decisions by transforming complex data into understandable and actionable insights. Power BI is a useful tool for analysts, business users, and organizations, helping them turn raw data into meaningful insights through powerful visual analytics.

Key Features:

- **Unified & Scalable Platform:** Power BI supports both **self-service BI** for individual users and **enterprise BI** for large-scale data analysis. It provides cloud-based sharing, allowing teams to collaborate and access reports from anywhere.
- **Data Visualization:** Users can create compelling **charts, graphs, KPI cards, maps, and dashboards** to better understand trends and relationships in their data. These interactive visuals improve decision-making by making complex data more accessible.
- **Data Connectivity:** Power BI can connect to **Excel, SQL Server, MySQL, cloud databases, web pages, APIs, and structured files** like CSV, XML, and JSON. This flexibility allows users to pull data from multiple sources and integrate them into a single analytical view.
- **Data Transformation & Modeling:** Using **Power Query Editor**, users can clean, filter, format, and transform raw data before using it in reports. Power BI also enables **relationships between datasets**, creating a structured model for deeper analysis.
- **Advanced Reporting & Dashboards:** Power BI provides **interactive dashboards** with **slicers, filters, themes, and real-time data updates** for dynamic exploration. Reports can be shared securely across teams, enabling better collaboration and insights.

CREATING A DASHBOARD USING POWER BI

Nykaa Product Analysis Dashboard

For this project, I developed a Power BI dashboard analyzing Nykaa beauty products based on pricing, availability, and customer ratings. The dataset, *"Nykaa - Popular Brands Cosmetics & Beauty Products"* by Jithin Varghese, contains key attributes like:

- **Brand**
- **Product ID** (unique identifier)
- **In Stock** (availability status)
- **MRP** (original price)
- **Price** (discounted sale price)
- **Product Name**
- **Customer Rating** (average rating)
- **Rating Count** (number of reviews)
- **Tags** (product category)
- **Listing Page Names & Numbers**

Steps to Create the Dashboard

1. Get Data

- Open Power BI Desktop
- Click "Get Data" → "Text/CSV" (since the dataset is a structured file)
- Select "Nykaa - Popular Brands Cosmetics & Beauty Products" dataset
- Click "Transform Data" to enter Power Query Editor

2. Data Cleaning & Transformation

- **Handle Missing Values:** Used "Fill Down" and "Replace Values" as needed
- **Data Type Adjustments:**
 - Price & MRP → Fixed Decimal Number (for currency formatting)
 - Rating Count → Whole Number (for accurate aggregations)

- **Currency Formatting:** Applied the ₹ symbol manually
- **Removed Errors & Blank Rows:** Ensured clean data processing

Queries [1]

Table.TransformColumnTypes(#"Removed Other Columns",{"price", Currency.Type}, {"mrp", Currency.Type}))

	In_stock	mrp	price	product_title	rating
1	TRUE	1,250.00	750.00	Herbal Essences Argan Oil Of Moroccan Shampoo & Conditioner With ...	1.2
2	TRUE	1,575.00	1,181.00	Herbal Essences Aloe & Bamboo Shampoo + Conditioner For Soft Smo...	
3	TRUE	1,250.00	688.00	Herbal Essences Argan Oil Shampoo + Conditioner For Frizz - No Parab...	
4	TRUE	1,575.00	945.00	Herbal Essences Aloe & Bamboo Shampoo + Conditioner Kit For Soft H...	
5	TRUE	600.00	390.00	Herbal Essences Argan Oil Of Morocco Shampoo - For Frizz Free Hair - ...	
6	TRUE	730.00	533.00	Herbal Essences Strawberry Shampoo & Conditioner For Voluminous ...	
7	TRUE	730.00	533.00	Herbal Essences Argan Oil Shampoo & Conditioner For Frizz - No Parab...	
8	TRUE	750.00	525.00	Herbal Essences Aloe & Bamboo Shampoo For Soft Smooth Hair, No-S...	
9	TRUE	650.00	390.00	Herbal Essences Argan Oil Of Morocco Conditioner - For Frizz Free Hair...	
10	TRUE	750.00	525.00	Herbal Essences Aloe & Eucalyptus Shampoo For Soft Smooth Hair, No...	
11	TRUE	600.00	390.00	Herbal Essences Strawberry & Mint Shampoo - For Cleansing & Volum...	
12	TRUE	600.00	390.00	Herbal Essences Coconut Milk Shampoo For Hydration & Softness - No...	
13	TRUE	600.00	390.00	Herbal Essences Cocoa Butter Shampoo For Hair Strengthening - No Pa...	
14	TRUE	380.00	277.00	Herbal Essences Strawberry & Mint Conditioner - For Cleansing & Volu...	
15	TRUE	1,250.00	875.00	Herbal Essences Coconut Milk Shampoo & Conditioner For Hydration ...	
16	TRUE	650.00	423.00	Herbal Essences Bio:Renew Hydrate Coconut Milk Conditioner	
17	TRUE	825.00	578.00	Herbal Essences Aloe & Bamboo Conditioner Soft Smooth Hair- No-Su...	
18	TRUE	650.00	423.00	Herbal Essences Bio:Renew Strength Whipped Cocoa Butter Conditioner	
19	TRUE	1,250.00	875.00	Herbal Essences Cocoa Butter Shampoo & Conditioner For Hair Streng...	
20	TRUE	1,575.00	1,103.00	Herbal Essences Aloe & Eucalyptus Shampoo + Aloe & Bamboo Condit...	
21	TRUE	980.00	667.00	Herbal Essences Strawberry Shampoo + Strawberry Conditioner	
22	TRUE	1,850.00	1,295.00	Herbal Essences Argan 2 Shampoo + Conditioner	
23	TRUE	980.00	667.00	Herbal Essences Argan Shampoo + Argan Conditioner	
24	TRUE	1,850.00	1,295.00	Herbal Essences Cocoa Butter 2 Shampoo + Conditioner	
25	TRUE	1,850.00	1,295.00	Herbal Essences Coconut 2 Shampoo + Conditioner	
26	TRUE	1,750.00	875.00	Herbal Essences Strawberry Shampoo & Conditioner For Volum...	

14 COLUMNS, 999+ ROWS Column profiling based on top 1000 rows

PREVIEW DOWNLOADED AT 11:17 PM 6/11/2025

3. Dashboard Styling & Branding

Page Design & Theme:

- Applied a **gradient background** (Soft White → Nykaa Pink) to enhance branding
- Incorporated **Nykaa logo & beauty icons** for aesthetic appeal
- Used **modern typography & structured borders** for readability

4. Report Visualizations & Insights

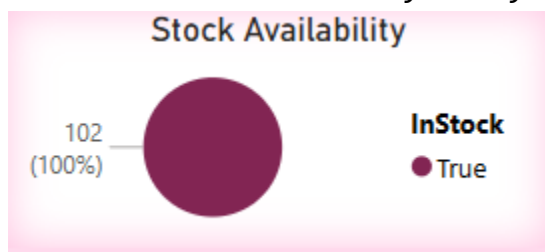
Brand-Wise Price Analysis (Bar Chart)

- **X-Axis:** Brand
- **Y-Axis:** Average of Price
- **Title:** "Average Price of Beauty Products by Brand"



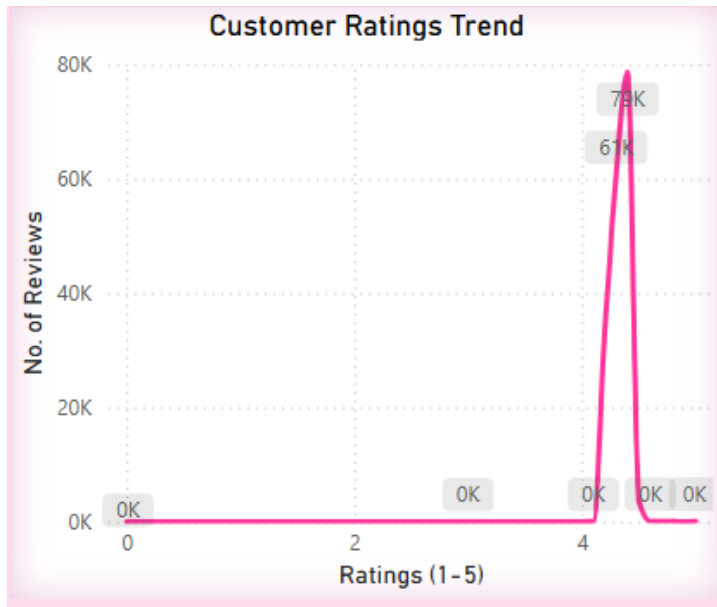
Stock Availability (Pie Chart)

- **Legend:** In Stock
- **Values:** Count of Product ID
- **Title:** "Stock Availability of Nykaa Beauty Products"



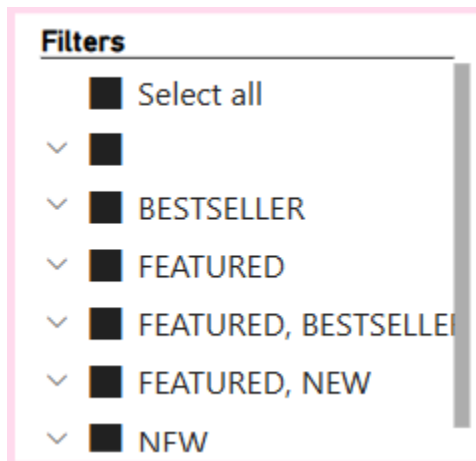
Ratings Distribution (Line Chart)

- **X-Axis:** Rating
- **Y-Axis:** Count of Rating Count
- **Title:** "Customer Ratings Trend"



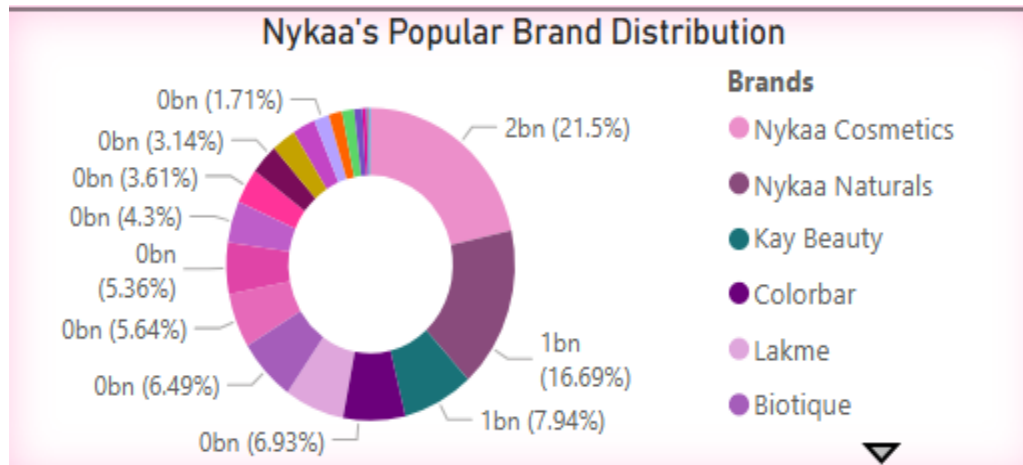
Popular Beauty Categories (Slicer)

- **Values:** Tags
- **Title:** "Beauty Categories Available on Nykaa"



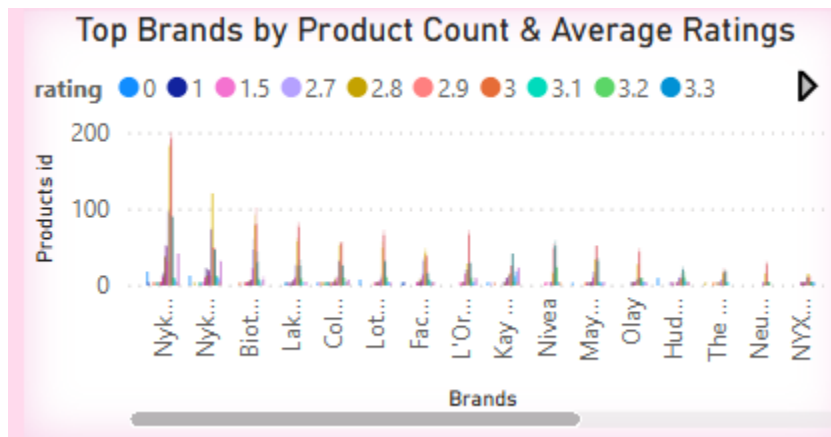
Top-Selling Brands (Donut Chart)

- **Legend:** Brand
- **Values:** Count of Product ID
- **Title:** "Popular Brand Distribution"



Clustered Column Chart:

- **X-Axis:** Brand (showing different beauty brands).
- **Y-Axis:** Product Count & Average Rating (dual measure comparison).
- **Styling:**
 - Uses **distinct color bars** to differentiate product count and ratings.
 - **Data labels enabled** for clarity.



5. KPI Metrics & Performance Cards

Key Business Indicators:

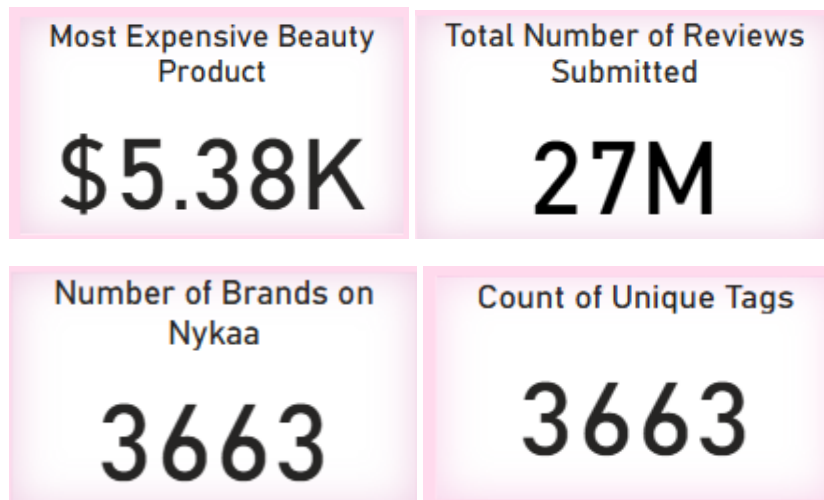
- **Total Products Listed** → Count of Product ID
- **Total Revenue Potential** → Sum of Price
- **Total Customer Reviews** → Sum of Rating Count

- **Overall Satisfaction Rating** → Average of Rating
- **Highest-Priced Product** → Max of Price
- **Total Brands Represented** → Count of Brand



Additional Insights(Cards):

- **Most Expensive Brand** → Brand corresponding to Max(Price)
- **Total Unique Product Tags** → Count of Unique Tags



Most Expensive Beauty Product

\$5.38K

Total Number of Reviews Submitted

27M

NYKAA

Number of Brands on Nykaa

3663

Count of Unique Tags

3663

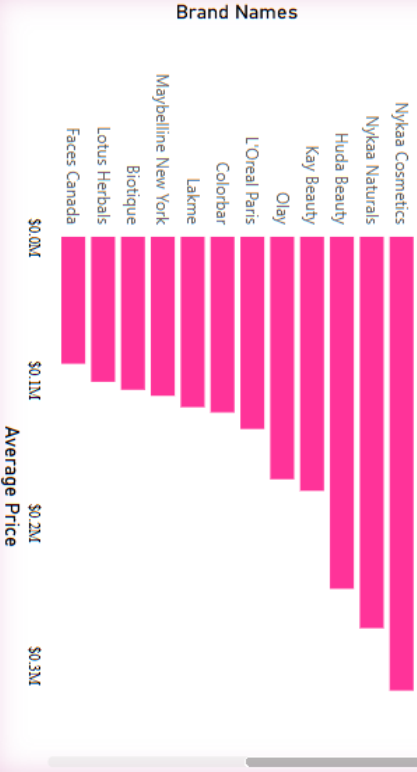
Filters

- Select all
- BESTSELLER
- FEATURED
- FEATURED, BESTSELLER
- FEATURED, NEW
- NEW

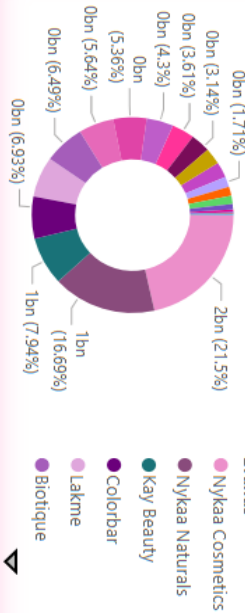
Stock Availability



Average Price of Beauty Products by Brand



Nykaa's Popular Brand Distribution



Key Metrics at a Glance



Customer Ratings Trend



Top Brands by Product Count & Average Ratings

