One District One Product Dashboard

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Introduction — One District One Product

The One District One Product (ODOP) initiative aims to promote the unique products and traditional industries of every Indian district.

It helps boost local entrepreneurship, improve branding, and strengthen the "Make in India" vision.

This dashboard showcases an analytical overview of ODOP products across the country, offering insights into distribution, categories, and potential growth areas.

Project Objectives

📍 Visualize ODOP products for each district.

📈 Analyze distribution by product category, type, and region.

🏭 Identify potential clusters for economic development.

🌍 Support policy decisions, marketing, and export planning.

💼 Encourage entrepreneurship and local employment through data insights.

Data Overview

Data Sources:

To make it a completely new and fresh project I have collected this data from official government site and this data was last updated on 07 July, 2025
URL: https://www.data.gov.in/catalog/one-district-one-product

Data Points Captured:
- State & District Name
- ODOP Product
- Product Category / Sector
- I also collected Latitude & Longitude (for mapping) for each state and merged with the existing data but PowerBI did not supported map & filled map visuals under my institute login.
- Supporting Ministry or Department
- Product Description

Dashboard Features

- Search & Filter: Filter by product category, state, or ministry.

- Summary Charts: Get insights into product categories and distribution trends.

- Product Description: Click to view product visuals or details from external sources.

- District Table View: Tabular data view for analysis and export.

- Compare products per category.

- Identify which districts specialize in similar product types.

Impact & Use Cases

- Helps policymakers identify and support regional industries.

- Enables entrepreneurs to explore investment and export opportunities.

- Strengthens district branding and awareness of traditional crafts.

- Facilitates data-driven decision-making at multiple administrative levels.

Project Screenshot 1 : As it is!

Project Screenshot 2 : With Filters Applied!
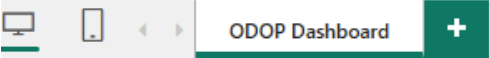
(Andhra Pradesh)

Project Screenshot 3 : District Specialization on Similar Product
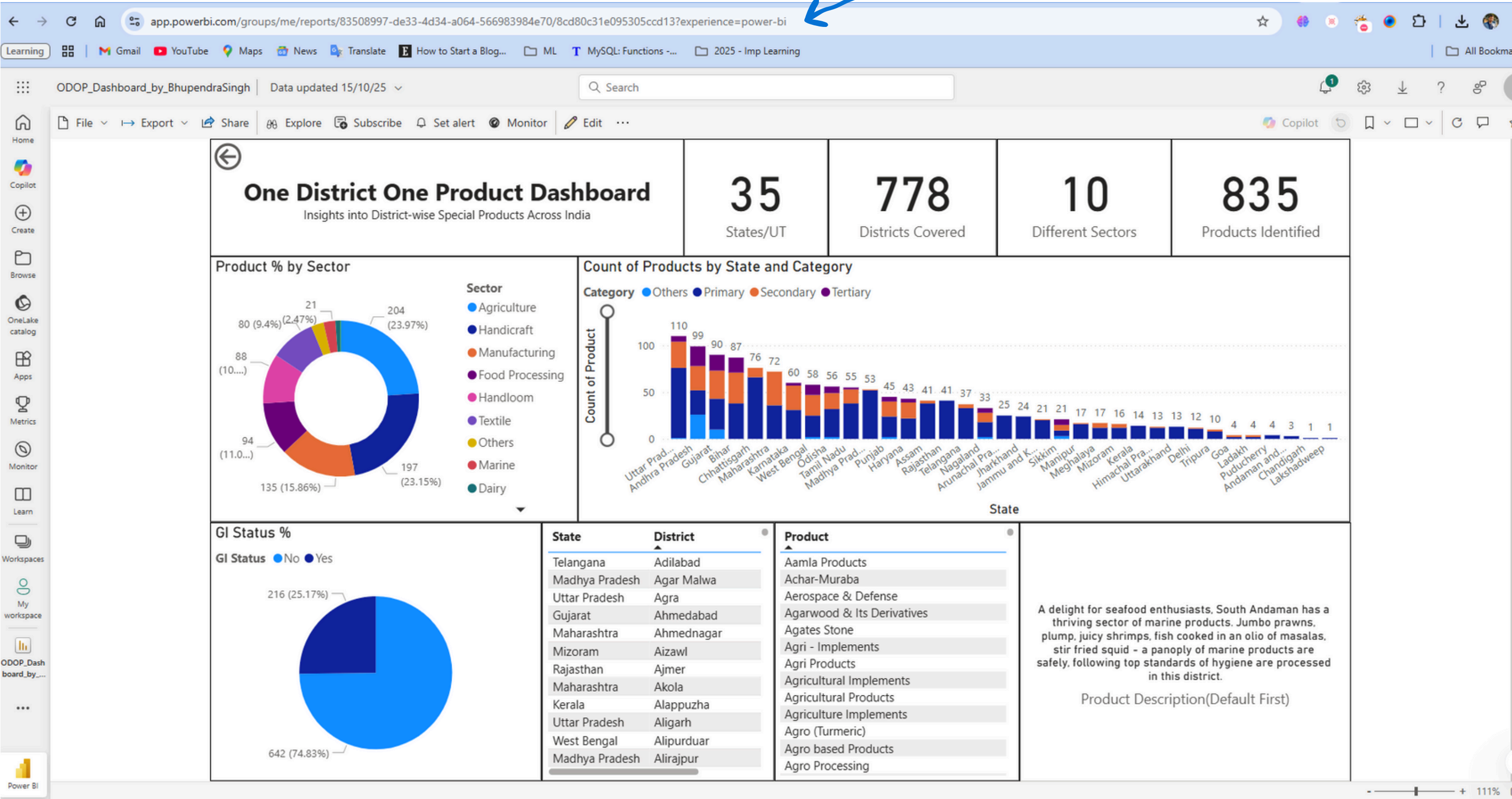
Project Screenshot 4 : Live Dashboard

Conclusion & Demo

The ODOP Dashboard offers a comprehensive view of India's local strengths — turning data into opportunity.

Demo video is shared separately!

My Declaration

I hereby declare that the work presented in this project titled "One District One Product Dashboard" is my original work.

The analysis, data processing, and dashboard design have been carried out by me, and no part of this work has been copied or reproduced from any other source without proper citation.

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