Flipkart Sales Analysis – Data Used in Project

Dataset Overview
The dataset represents Flipkart sales transactions during online sales events. It is designed for analytical and visualization purposes using Power BI.

Number of Records: Sample transactional data
File Format: CSV / Excel

Columns Description
• Order_ID – Unique order identifier
• Order_Date – Date of purchase
• Customer_ID – Unique customer reference
• State – Customer state
• City – Customer city
• Category – Product category (Electronics, Fashion, etc.)
• Sub_Category – Product sub-category
• Brand – Product brand name
• Product_Name – Name of the product
• Quantity – Number of units sold
• MRP – Maximum retail price
• Discount_Percent – Discount offered (%)
• Discount_Amount – Total discount value
• Final_Price – Selling price after discount
• Payment_Mode – Mode of payment (UPI, Credit Card, etc.)
• Order_Status – Delivered, Cancelled, Returned

Data Usage in Power BI
• Revenue & sales trend analysis
• Category and brand performance
• State-wise sales distribution
• Discount impact analysis
• Customer payment behavior insights

Tools Used
• Power BI
• Power Query
• DAX

Purpose
This dataset is used to demonstrate data analysis, visualization, and business storytelling skills for LinkedIn portfolio and recruiter evaluation.