Introduction:

Global Electronic retailer which runs a worldwide company selling different electronics products for its customers.

Retailer timeseries data for Global Electronic were provided including details on the customer and location, product, sales, store, and delivery in the period between Jan 2016 and Feb 2021.

Objectives:

The main goal of this project is to create an interactive dashboard for stakeholders to track the overall performance of the company, in addition to Analyzing:

Sales, Customers behavior, Products and Stores Performance.

Purpose:

This project provides a thorough analysis of a global electronics retailer, with an overview dashboard and 4 reports offering key insights valuable for improving operational efficiency and overall performance.

Analyzing Steps:

By using Power Bi with Power Query And Dax:

1-Profile and prepare the data.

2-Enrich and explore the data.

3-Build a relational data model.

4-Build an interactive dashboard.

5-Make different insights.

6-Propose solutions and recommendations.