**1. Total Sales Value**

**Indicator**: Total Sales Value **Target Goal**: A predefined sales target (e.g., $100,000 per month)

**Measure for Total Sales Value**:

DAX

Copy code

Total Sales Value = SUMX(

Product\_Sales,

Product\_Sales[qty] \* RELATED(Product\_Price[price])

)

**Target Measure** (example: monthly target):

DAX

Copy code

Monthly Sales Target = 100000

**KPI Visual**:

* **Indicator**: Total Sales Value
* **Target Goals**: Monthly Sales Target
* **Trend Axis**: start\_txn\_time (to show sales over time)

**2. Average Discount Given**

**Indicator**: Average Discount **Target Goal**: A predefined target for discounts (e.g., below 15%)

**Measure for Average Discount**:

DAX

Copy code

Average Discount = AVERAGE(Product\_Sales[discount])

**Target Measure**:

DAX

Copy code

Discount Target = 15

**KPI Visual**:

* **Indicator**: Average Discount
* **Target Goals**: Discount Target
* **Trend Axis**: start\_txn\_time

**3. Total Quantity Sold**

**Indicator**: Total Quantity Sold **Target Goal**: A predefined quantity target (e.g., 10,000 units per month)

**Measure for Total Quantity Sold**:

DAX

Copy code

Total Quantity Sold = SUM(Product\_Sales[qty])

**Target Measure**:

DAX

Copy code

Monthly Quantity Target = 10000

**KPI Visual**:

* **Indicator**: Total Quantity Sold
* **Target Goals**: Monthly Quantity Target
* **Trend Axis**: start\_txn\_time

**4. Sales by Product Category**

**Indicator**: Sales Value by Category **Target Goal**: Targets for different categories

**Measure for Sales Value by Category**:

DAX

Copy code

Sales by Category = CALCULATE(

SUMX(Product\_Sales, Product\_Sales[qty] \* RELATED(Product\_Price[price])),

RELATED(Product\_Details\_ics[Parent\_id\_category])

)

**Target Measure** (example: category-specific targets):

DAX

Copy code

Category Sales Target = SWITCH(

TRUE(),

Product\_Details\_ics[Parent\_id\_category] = 1, 50000,

Product\_Details\_ics[Parent\_id\_category] = 2, 30000,

Product\_Details\_ics[Parent\_id\_category] = 3, 20000,

0

)

**KPI Visual**:

* **Indicator**: Sales by Category
* **Target Goals**: Category Sales Target
* **Trend Axis**: start\_txn\_time

**5. Customer Demographics Analysis**

**Indicator**: Sales by Gender **Target Goal**: Targets for gender-based sales

**Measure for Sales by Gender**:

DAX

Copy code

Sales by Gender = CALCULATE(

SUMX(Product\_Sales, Product\_Sales[qty] \* RELATED(Product\_Price[price])),

RELATED(Users\_ics[Gender])

)

**Target Measure** (example: gender-specific targets):

DAX

Copy code

Gender Sales Target = SWITCH(

TRUE(),

Users\_ics[Gender] = "F", 60000,

Users\_ics[Gender] = "M", 40000,

0

)

**KPI Visual**:

* **Indicator**: Sales by Gender
* **Target Goals**: Gender Sales Target
* **Trend Axis**: start\_txn\_time

**Setting Up the KPIs in Power BI**

1. **Load Data**: Import your datasets into Power BI.
2. **Create Relationships**: Ensure the relationships between the tables are set up correctly.
3. **Create Measures**: Use the DAX formulas provided to create measures.
4. **Add KPI Visuals**: Add KPI visuals from the Visualizations pane and configure them with the created measures and targets.
5. **Customize Visuals**: Customize the visuals by setting appropriate colors, labels, and thresholds.

By following these steps, you can effectively create and monitor KPIs in Power BI, ensuring your business performance is aligned with your strategic goals.

Location plot

Genderwise -product