Axon sale report

**1.Data Preparation**: **Take the SQL data and import it into Mysql workbench.**

**2.Import into Power BI**:

* 1. **Open Power BI Desktop and go to the 'Home' tab.**
  2. **Click on 'Get Data' and choose 'SQL Server' for direct SQL database access, or 'Text/CSV' for a CSV file.**
  3. **Load your data into Power BI.**

**3.Table View:**

* 1. **Check tables for the missing values replace it with 0 for numerical column otherwise ‘null’.**
  2. **Removed duplicates in record if found.**
  3. **Created a new date table based on sales date in order table.**
  4. **Created new columns such as Qtr, Month name, Month, Year in date table**
  5. **Created base measure such as total Sale, Total Profit, Profit Margin, Same period last year using DAX queries.**

**4.Model view:**

* 1. **Created cardinality between tables based on same columns in the tables.**
  2. **Date table joined with sale date in order table**

**5.Report View: Following insights were generated in the report**

* **Revenue analysis:** 
  1. **Created card for total revenue and total orders. Plotted the multiline chart for revenue by month as year.**
  2. **Highest revenue was collected from product 1)1992 Ferrari 3560 Spyder 2) 2001 Ferrari Enzo 3)1953 alpine Renault4)2003 Harley Davidson.**
  3. **Highest revenue generating customer were 1) euro shopping channel 2) mini gifts distribution 3) Australian collectors 4) Muscle Machine Inc 5) La Rochelle Gifts**
* **Profit Analysis:** 
  1. **calculated % profit margin (39.84) and total profit.**
  2. **Highest profit margin generated from the country Philippines followed by France.**
  3. **1961 Chevrolet impala gives highest margin in products and Atelier Graphique in customer**
* **Sales and time series analysis:**
  1. **Calculated delta for months for total sales using Dax and also for same period last year Delta.**
  2. **Line chart for daily sales show us that sales have been increased in last oct and November months.**
  3. **Highest sales have been achieved in Madrid followed by San Rafael.**
* **Shipping delay analysis:**
  1. **Avg. delay between order date and shipping date is 3.76.**
  2. **Highest delay was in October and November month probably because of more number of orders.**
  3. **Highest delay was observed in Singapore.**