Project Summary

Introduction to case study

This is sales related case/project, for a global retail store.

As a Business Intelligence professional, I’ve been hired to design and deliver an end-to-end business solution from the outset.

My client needs a way to track KPIs-Key Performance Indicators on their sales, compare regional performances, analyse product level trends and forecasts, and identify high value customers.

Information provided by my client for the purpose of this project is a folder of raw csv files, containing information about transactions, products, customers, and territories.

Approach

(The PowerBI Architecture/Workflow)

The following are stages explored to ensure the creation of comprehensive dashboards, an amazing visualization, avoiding distraction in terms of fonts, positioning and colour combination. All phases/stages are found in the Power BI Workflow

* Stage I. ETL- Extract, Transform and Load: In this stage I extracted the raw csv data given to me into my power-query, transformed (cleaned, restructured/reshaped, merging columns etc) and finally loaded it, in preparation for analysis.
* Stage II. Data Modelling: This is where I built relationship between different data sources to create holistic analysis, generating a relational data model, leveraging on the concept of Primary and Foreign Keys.
* Stage III. Analysis and Visualization: Calculations were performed here, creating measures, calculation, using the DAX expression, created chats, and built dashboards for communication.

**FINDINGS &** **Suggestion**

* The company’s top ten most profitable customers are shown in my analysis, company should therefore provide packages that keep them.
* The preferred ship mode is seen to be the **standard class,** but comparison should be done with the **first class** to confirm the profit margin before deciding which takes priority.
* Company should leverage more sales to New York region as it appears to have the highest profit.
* The highest profit comes from furniture, making the “corporate” customer segment have more profit, in the demography.

Other findings are shown in my highly comprehensive dashboards.

NB: For more information, kindly reach out via my email address (**adeolaadedokun.f@gmail.com**)