IRAM

SALES ANALYSIS & BI CYCLE

BY: AHMED ANTAR

Welcome

As a BI developer, passionate about data. I would like to share my journey through a challenging task.

The task was to analyze and transform sales and its targeted

data collected from Microsoft Dynamics 365 F&O ERP.

Let's Go!

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About Task Domain

IRAM Jewelry is on of luxury brand in jewelry and Gold Products.
The goal was to know the amount of revenue at the branch and brand level and achieved target from revenue over Month and Year Filters.
Also there are several brands and have Main and Sub Activity

Excel

Reading Data

Taking one month from data base to understand main categories and Whole and Retail Activities.

Cleaning Data

Getting Business view of wrong data entries and other cases.

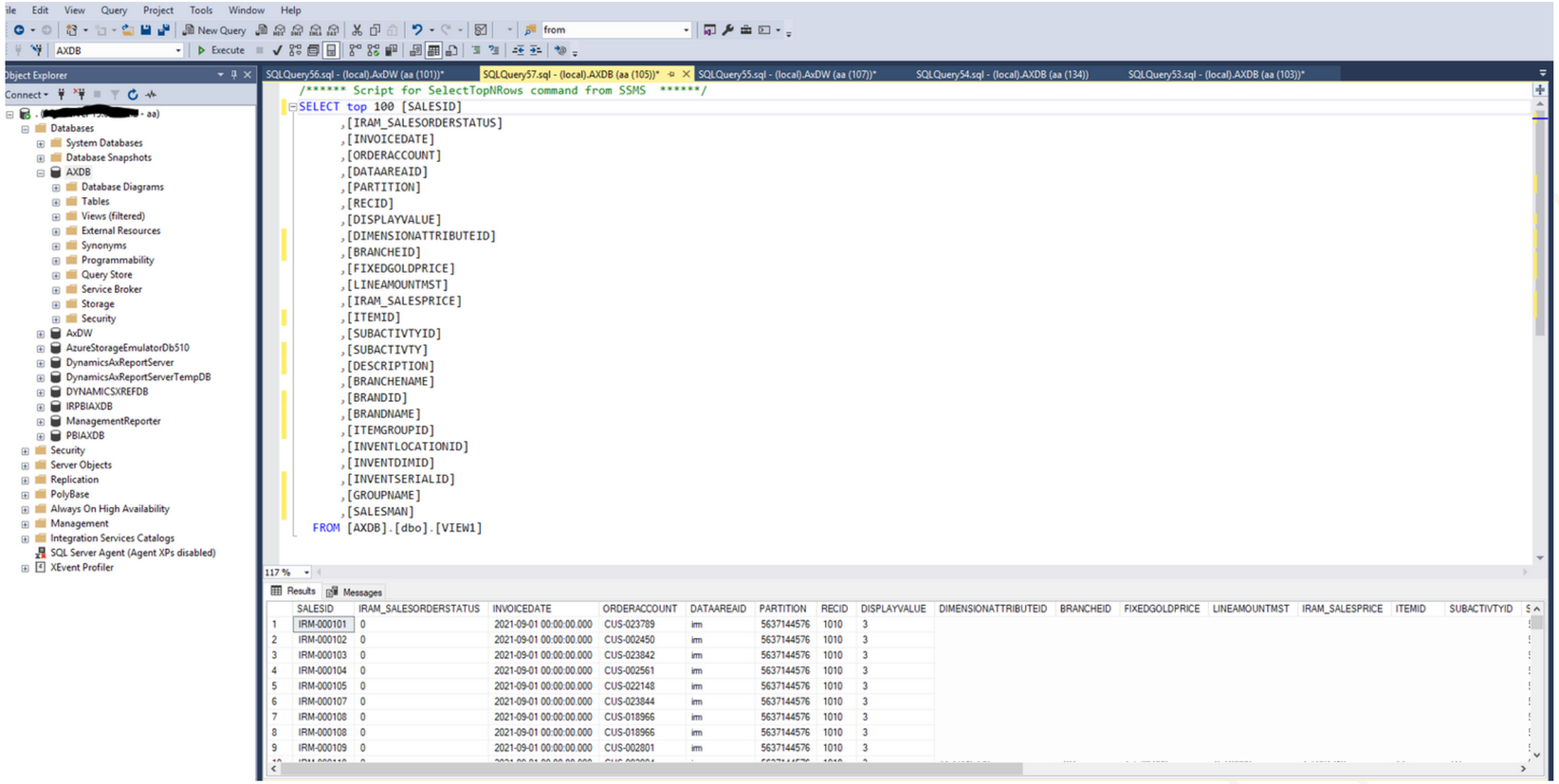
Transformations

Creating some calculations and lookups for getting insights.

SQL

Explore Data

Select all required data from various Tables in DB and apply business view point.

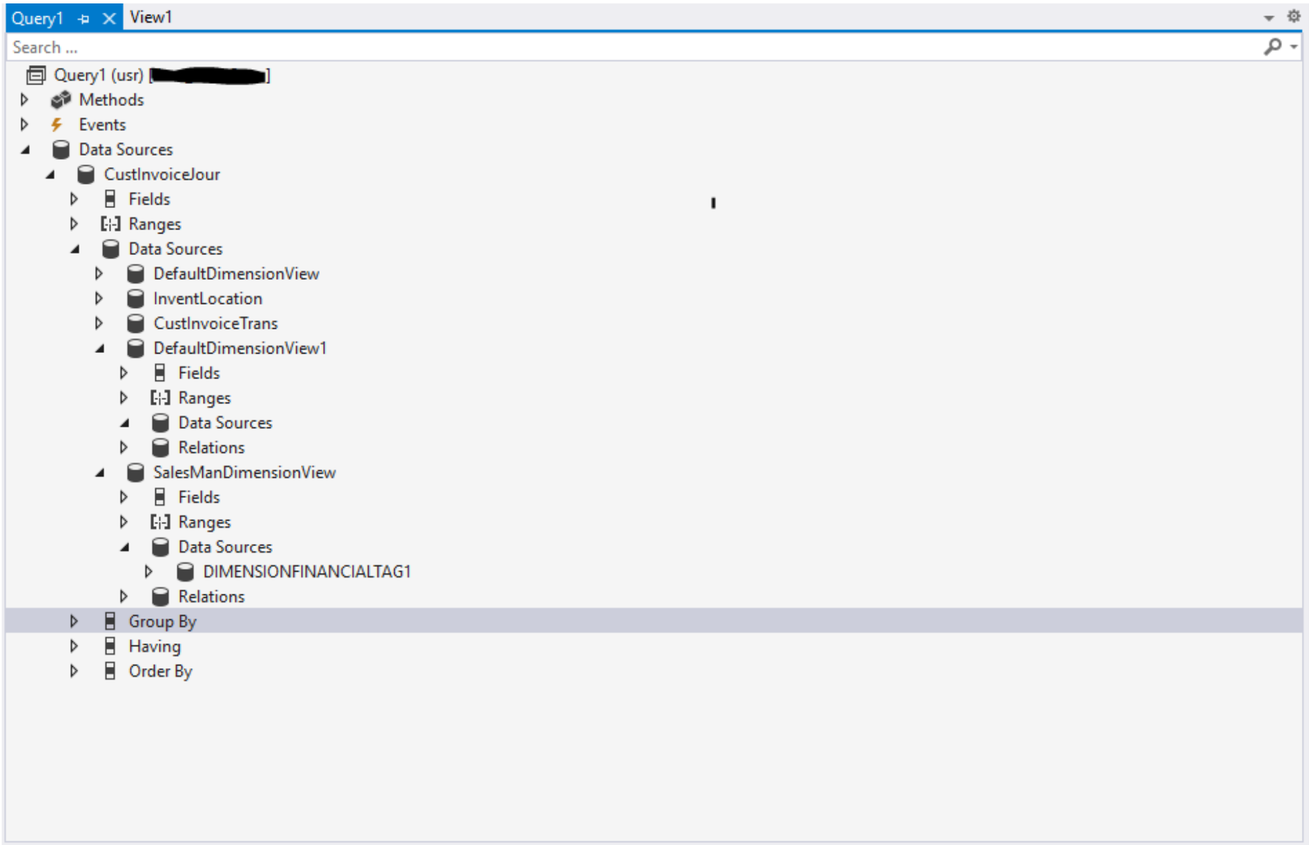


	SALESID	IRAM_SALESORDERSTATUS	INVOICEDATE	ORDERACCOUNT	DATAAREAID	PARTITION	RECID	DISPLAYVALUE	DIMENSIONATTRIBUTEID	BRANCHEID	FIXEDGOLDPRICE	LINEAMOUNTMST	IRAM_SALESPRICE	ITEMID	SUBACTIVTYID
1	IRM-000101	0	2021-09-01 00:00:00.000	CUS-023789	irm	5637144576	1010	3							
2	IRM-000102	0	2021-09-01 00:00:00.000	CUS-002450	irm	5637144576	1010	3							
3	IRM-000103	0	2021-09-01 00:00:00.000	CUS-023842	irm	5637144576	1010	3							
4	IRM-000104	0	2021-09-01 00:00:00.000	CUS-002561	irm	5637144576	1010	3							
5	IRM-000105	0	2021-09-01 00:00:00.000	CUS-022148	irm	5637144576	1010	3							
6	IRM-000107	0	2021-09-01 00:00:00.000	CUS-023844	irm	5637144576	1010	3							
7	IRM-000108	0	2021-09-01 00:00:00.000	CUS-018966	irm	5637144576	1010	3							
8	IRM-000108	0	2021-09-01 00:00:00.000	CUS-018966	irm	5637144576	1010	3							
9	IRM-000109	0	2021-09-01 00:00:00.000	CUS-002801	irm	5637144576	1010	3							

SQL

Build Data Entities

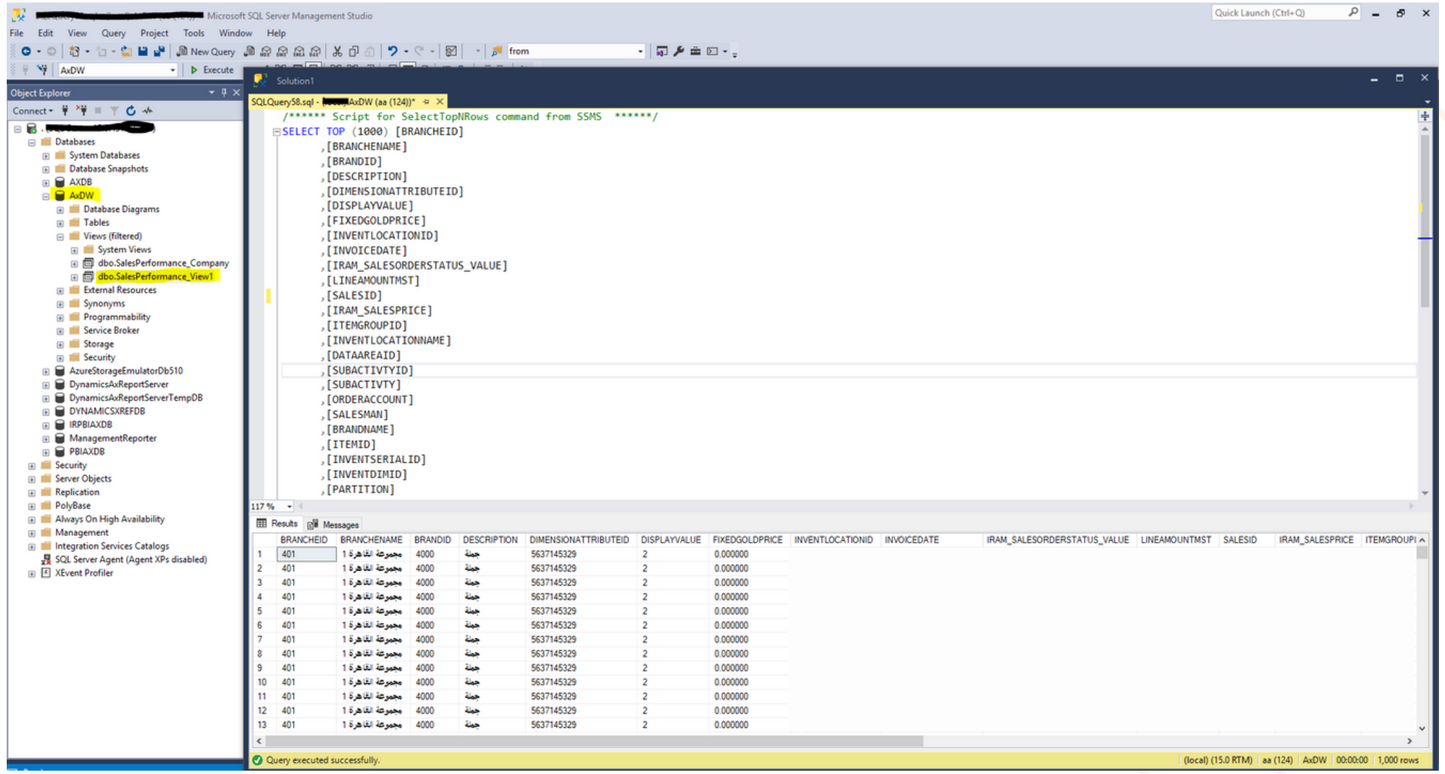
After get data from DB tables and appropriate relationships , create Data Entities AOT X++ at Visual Studio to transform Data to DW.



SQL

Creating Data Warehouse

Transform desired data From DB to DW and built structure of Data views.

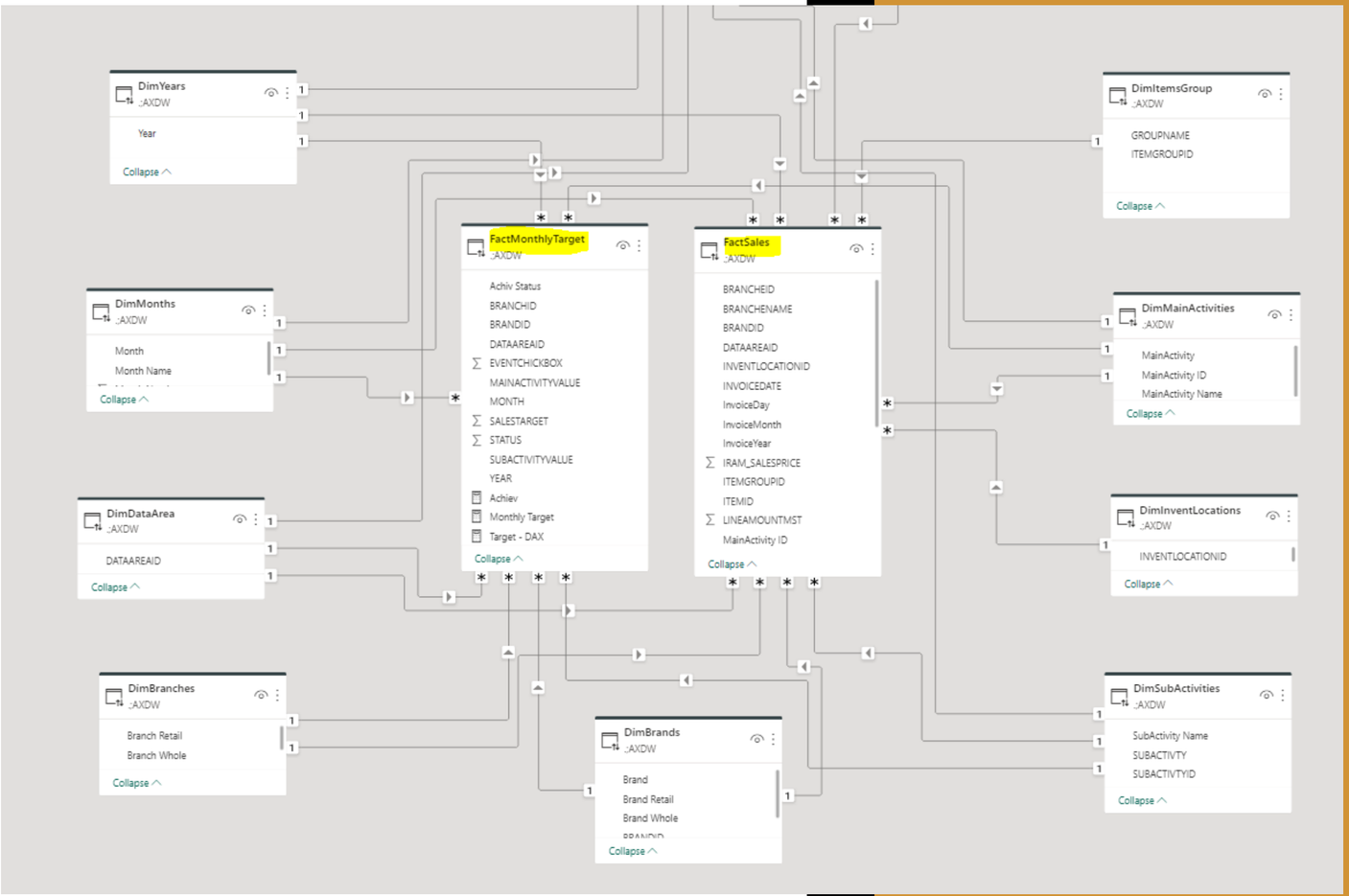


Power BI

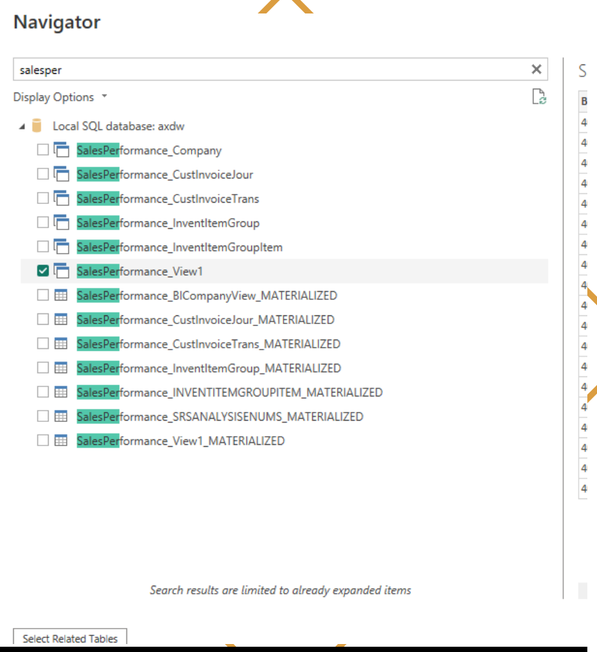
Data Modeling - Star Schema

It enhances analytical reporting by providing faster query response times and easier data navigation due to its simplified design.

Divide Data into Facts and Dimensions.

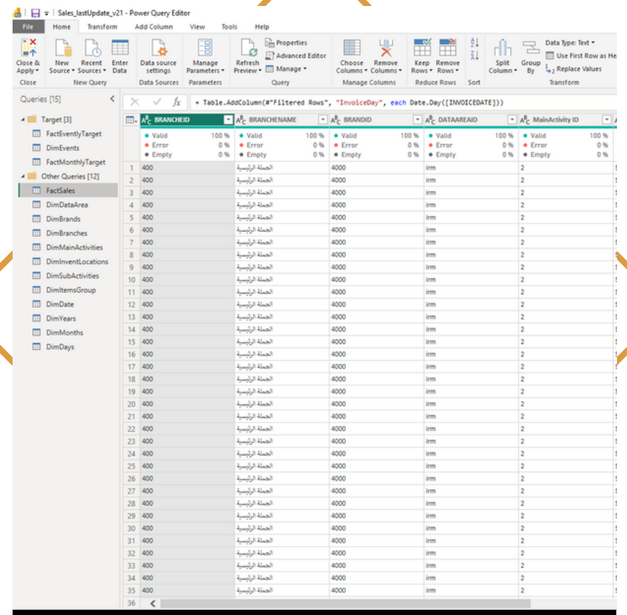


ETL



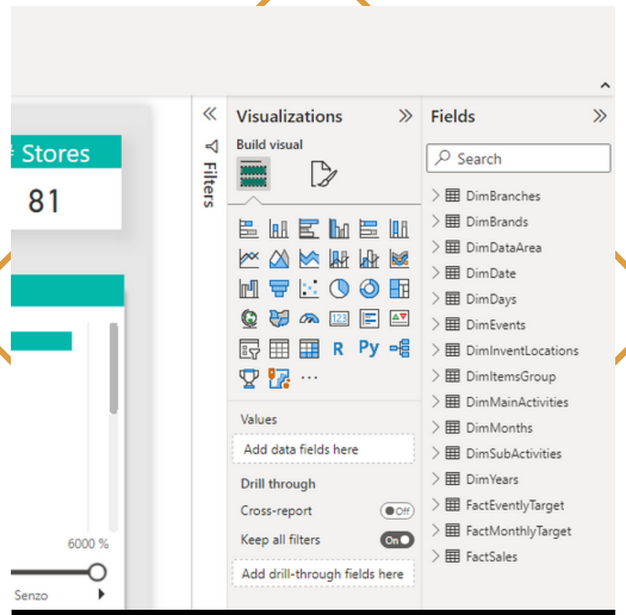
Extract Data View

connect to DW and get data



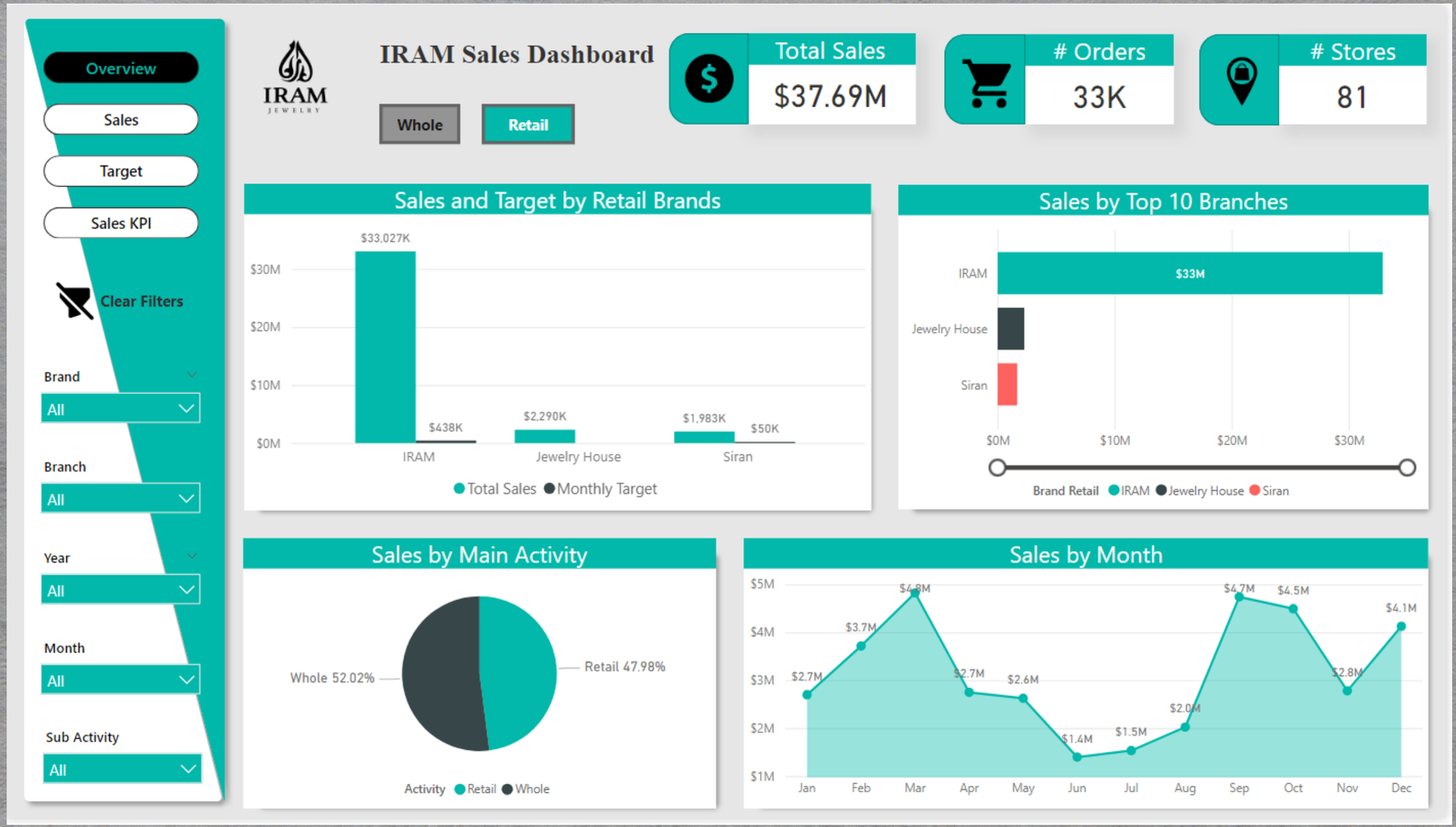
Transform Data

apply all business case

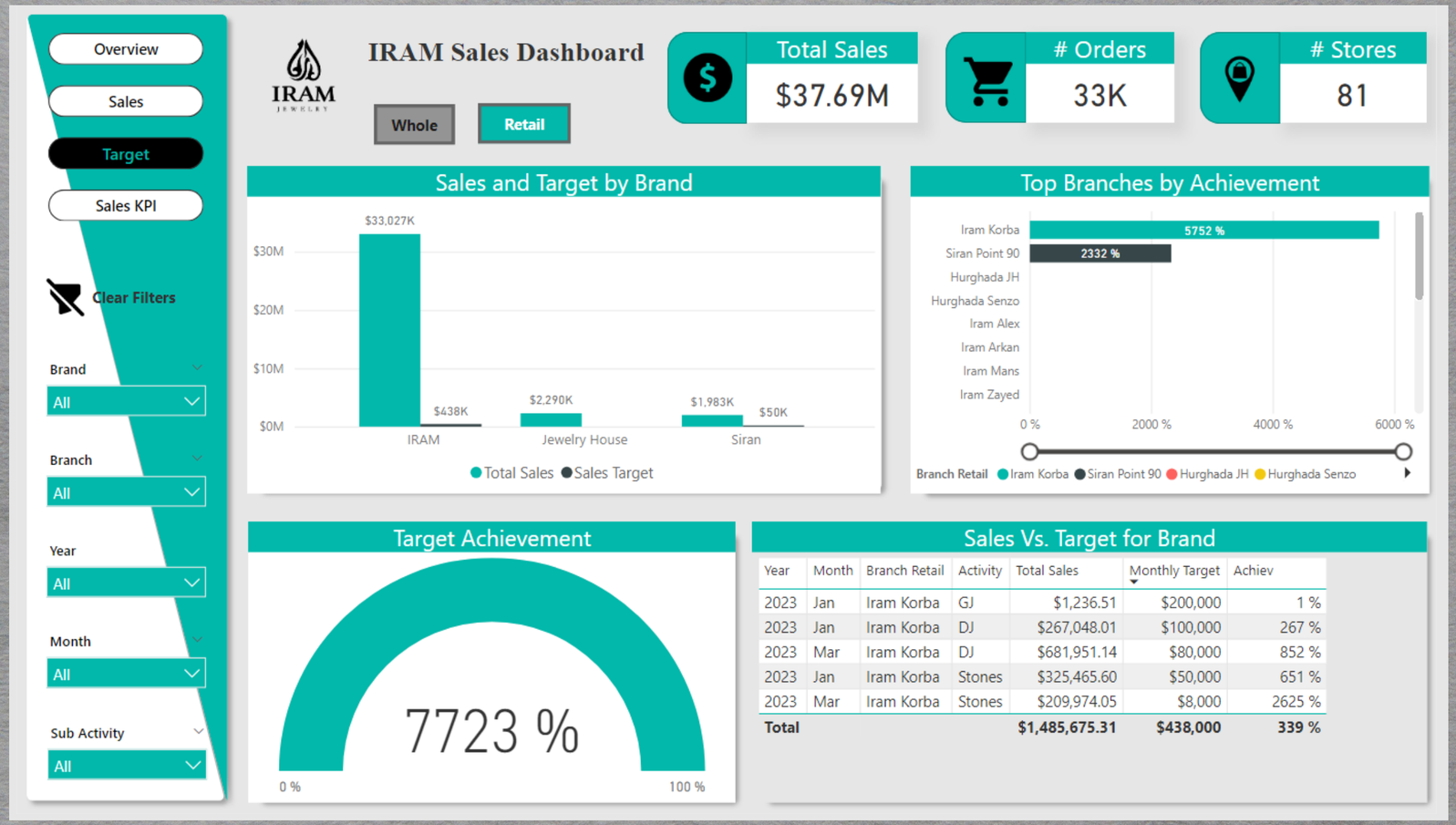


Load Data

Data ready to Visualization



SALES OVERVIEW



Year	Month	Branch Retail	Activity	Total Sales	Monthly Target	Achiev
2023	Jan	Iram Korba	GJ	$1,236.51	$200,000	1 %
2023	Jan	Iram Korba	DJ	$267,048.01	$100,000	267 %
2023	Mar	Iram Korba	DJ	$681,951.14	$80,000	852 %
2023	Jan	Iram Korba	Stones	$325,465.60	$50,000	651 %
2023	Mar	Iram Korba	Stones	$209,974.05	$8,000	2625 %
Total				**$1,485,675.31**	**$438,000**	**339 %**

SALES TARGET ACHIEV.

Insights

- What is the Total Revenue?
- What is the Top Branches?
- How much are the products sold?
- How much are the products returned?
- Where is most Revenue Store ?
- What are the Top Products sold?
- Who are the top sales representatives?
- How are the sales and orders by time?
- What are the most common reasons for returns?
- what is top targeted achieved by branch and brand?!

INSIGHTS

37M $	Revenue
33 K	Orders
81	Stores
210 %	Target Ach.

IRAM

JEWELERY LUXURY BRAND

THANK YOU!

By: Ahmed Antar