

# Waggle Power BI Project

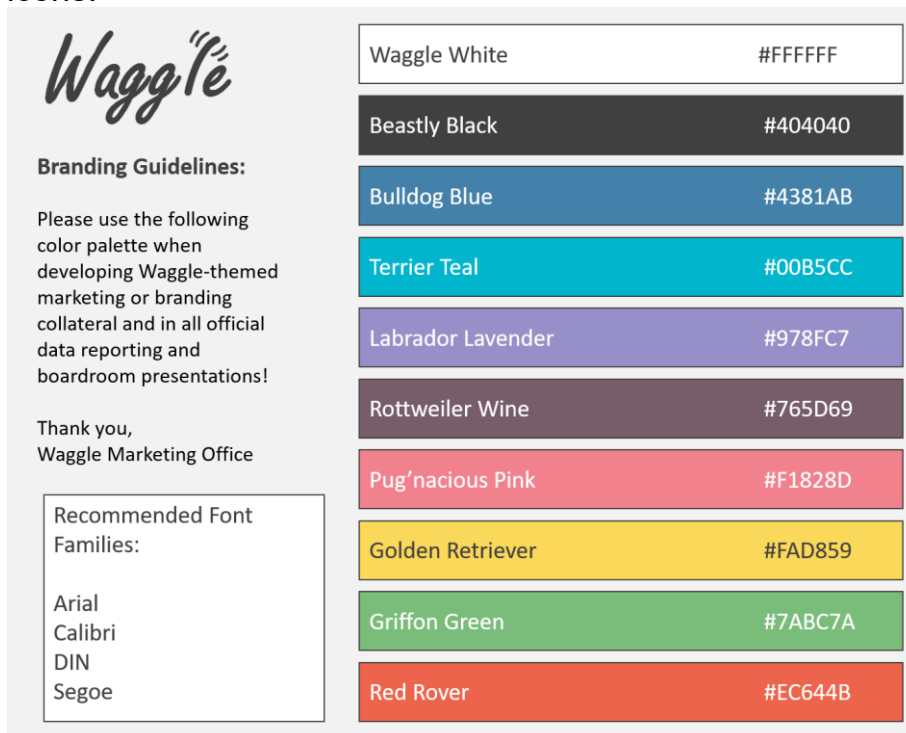
In this project was created Power BI report for Waggle startup, that produces smart apps for domestic animals.

## Our tasks:

- use at least 7 different Power BI vizualizations
- add buttons for navigation between pages
- use at least 5 different slicers
- demonstrate the best practices of good design
- meet business queries

## Business queries:

- CEO interests about following questions:
  1. “Did the average quantity of daily steps of cats increase as much as of dogs?”
  2. Were owners of devices Lapcat satisfied by products as of owners Lapdog?
- The Marketing Director would like to get report to be branded, including only the Waggle color palettes, the Waggle logo, and other approved company logos and icons.



The image shows a branding guidelines document for Waggle. It features the Waggle logo at the top left. Below the logo, the text reads: "Branding Guidelines: Please use the following color palette when developing Waggle-themed marketing or branding collateral and in all official data reporting and boardroom presentations! Thank you, Waggle Marketing Office". To the right of this text is a table of colors. Below the text, there is a box titled "Recommended Font Families:" which lists Arial, Calibri, DIN, and Segoe. The table of colors has two columns: the color name and the hex code. The colors listed are Waggle White, Beastly Black, Bulldog Blue, Terrier Teal, Labrador Lavender, Rottweiler Wine, Pug'nacious Pink, Golden Retriever, Griffon Green, and Red Rover.

Waggle White	#FFFFFF
Beastly Black	#404040
Bulldog Blue	#4381AB
Terrier Teal	#00B5CC
Labrador Lavender	#978FC7
Rottweiler Wine	#765D69
Pug'nacious Pink	#F1828D
Golden Retriever	#FAD859
Griffon Green	#7ABC7A
Red Rover	#EC644B

- The product team has asked to include other visualizations about demographic comparisons between dogs and cats using Waggle devices, as well as any information about pet-owning families.