

Power BI Individual Project

Submitted To: Prashant Verma

Submitted By: Avinesh (200283)

Description:

The dataset represents US retail sales data for the year 2015 across three sheets. It contains information on 1952 rows and 25 columns. The first sheet holds crucial details such as order priorities, customer information, product categories, and sales figures. Meanwhile, the second sheet focuses on order statuses, and the third sheet contains information about regions and their respective managers. This comprehensive dataset offers insights into the dynamics of retail sales within the US for the year 2015, aiding in in-depth analysis and strategic decision-making.

Procedure:

1. Import data: Imported all three CSV sheets into Power BI.
2. Open Query Editor: Accessed the Query Editor to perform data transformations.
3. Merge tables: Using merging operations, then combined the tables from the CSV sheets into a single table.
4. Use KPIs: Utilized key performance indicators (KPIs) to track and measure the performance of your data.
5. DAX functions: Employed Data Analysis Expressions (DAX) functions to perform calculations and create new measures.
6. Different chart types: Utilized various types of charts to visualize your data and create an interactive and informative dashboard.

KRA's and KPI's used in Project:

Key Result Areas (KRAs):

Total Revenue (KRA): The overall sum of money generated from sales of goods or services within a specific period, showcasing the business's earning capacity.

Total Profit (KRA): The net income earned after deducting all expenses from the total revenue, indicating the business's financial health and success.

Profit Percentage (KRA): The percentage of profit against revenue, reflecting the efficiency of cost management and the ability to generate earnings.

Total Order (KRA): The count of all orders placed, indicating the level of demand and the company's market activity.

Average Sales per Manager (KRA): The average sales performance achieved by individual managers, indicating their efficiency in driving sales.

Key Performance Indicators (KPIs):

Total Sales by Day with median line (KPI): Visualization of sales data per day with a median line, highlighting daily sales trends and identifying median sales values.

Total Sales by Manager (KPI): Breakdown of sales performance by individual managers, evaluating their contributions to overall sales.

Total Sales by Product Category (KPI): Analysis of sales distributed across different product categories, providing insights into category-specific sales performance.

Total Sales by Product Name (Top 5) (KPI): Identification of top-selling products based on sales volumes, helping to recognize high-performing products.

Total Sales by Region and Manager (KPI): Evaluation of sales figures across regions with respect to different managers, providing insights into regional performance under managerial guidance.

Total Sales by Customer Segment (KPI): Analysis of sales data categorized by different customer segments, understanding sales performance among various customer groups.

Total Sales by City (Top 3) (KPI): Identification of top-selling cities based on sales volumes, highlighting cities that contribute significantly to overall sales.

Total Profit by Month (KPI): Assessment of profits earned on a monthly basis, allowing insights into profitability trends across different months.

Dataset Link: <https://data.world/sarathy4u/us-store-retail-sales>

Screenshot of Dashboard

