# SuperStore\_CustomersA\_Dashboard

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# About the Dataset:

* Data about a USA superstore’s sales data, Such as: Customers’ Names - addresses – Order quantity- sales amount – Profits ...etc.

# About the workflow:

1) Connecting to the data Source.

2) Opening power query for data Cleaning and wrangling.

* + Promoting Headers.
  + Modify data types of some columns for data relevance.
  + Removing duplicates and blank rows for the sake of data uniqueness.
  + Dealing with null values in order to assure data completeness.
  + Editing date format to be suitable for USA.
  + Modifying an entry with a critical priority written in an inconsistent.

3) Data Modeling: I have created the data models and connected all the underlying relations.

4) Hierarchy Creation:

* + I have created a products’ hierarchy; in order to analyze products at different levels as: category, subcategory, and product’s name.
  + As well as, Date hierarchy into which we can dig deeper while analyzing our customers and sales.

5) Developing Measurements and Key metrics:

* + Total Sales
  + Total Profits
  + Total Quantity Sold
  + Orders count
  + Previous Month Sales for growth tracking.
  + Top Profitable Customers.
  + Products’ best sellers.

**Key Findings:**