# 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.

6) Finally, Designing and then implementing the dashboard.

**Key Takeaway:**

Simple Sales and customers analytics dashboard enables us to dive deep into our sales for the sake of a better understanding of our business and answering complex business questions.

We can get insights like Sales, Profits, Quantity sold, and No. of orders. Also, we can filter these metrics according to dates, regions, product categories, or even customer segments.