

# Publications

Author Analysis

Publishers Analysis

Title Analysis

Sales Analysis

Stores Analysis

**Valuable Insights:** The Power BI dashboard using the Sample Publication Database provides valuable insights into the publishing company's performance and operations. It presents data-driven analytics on book sales, popular genres, and author contributions. Stakeholders can gain a deeper understanding of customer preferences, bestselling titles, and effective marketing strategies.

**Improvement Focus:** The dashboard helps the publishing company focus on areas that require improvement. By analyzing sales trends, store distribution, and discount effectiveness, the dashboard identifies opportunities to optimize sales and increase revenue. It enables the company to refine its marketing and distribution strategies to better cater to customer demands.

**Evaluation of Effectiveness:** The dashboard facilitates the evaluation of various aspects of the publishing business. It assesses the effectiveness of discounts on sales, the impact of different bookstores on revenue, and the success of marketing campaigns. With this evaluation, the company can make data-driven decisions to enhance its overall effectiveness and profitability.

**Trend Identification:** Using historical sales data and author royalties, the dashboard identifies trends in book sales over time. It helps identify seasonal patterns, bestselling genres in specific periods, and the success of certain authors or book titles. This trend identification empowers the company to plan for future publications and marketing efforts more effectively.

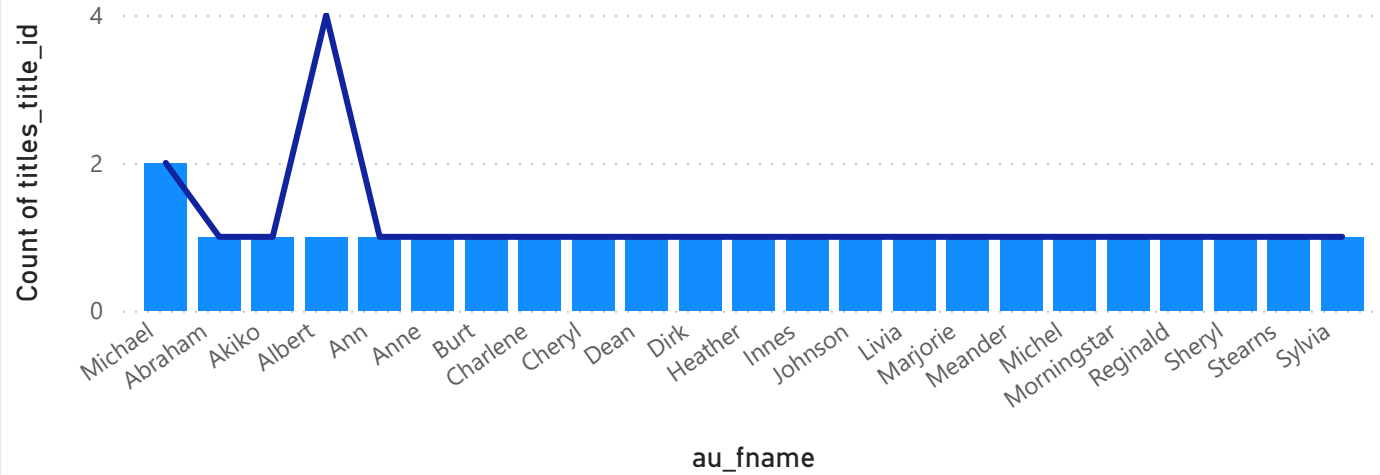
**Comprehensive Understanding:** The Power BI dashboard offers a comprehensive understanding of the publishing company's operations. By presenting data on book sales, author royalties, and store distribution in one centralized platform, stakeholders can have a holistic view of the business. This comprehensive understanding enables better decision-making and a more cohesive strategy across all aspects of the publishing process.



# Author Analysis

### Count of titles\_title\_id and Count of stor\_id by au\_fname

● Count of titles\_title\_id ● Count of stor\_id



## au\_city and au\_contract

**au\_contract** ● (Blank) ● 0 ● 1



publishers\_city ×

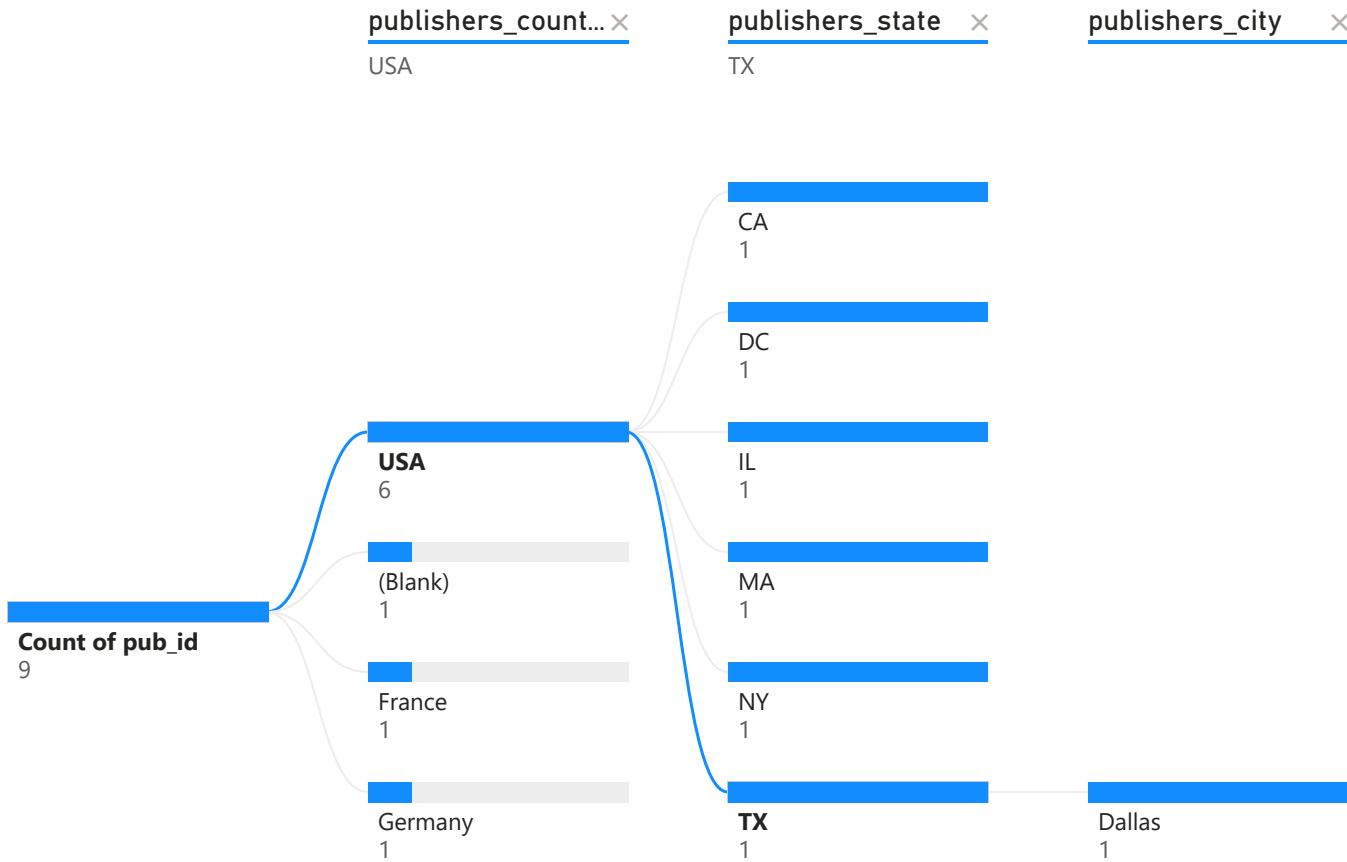
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au\_city ×

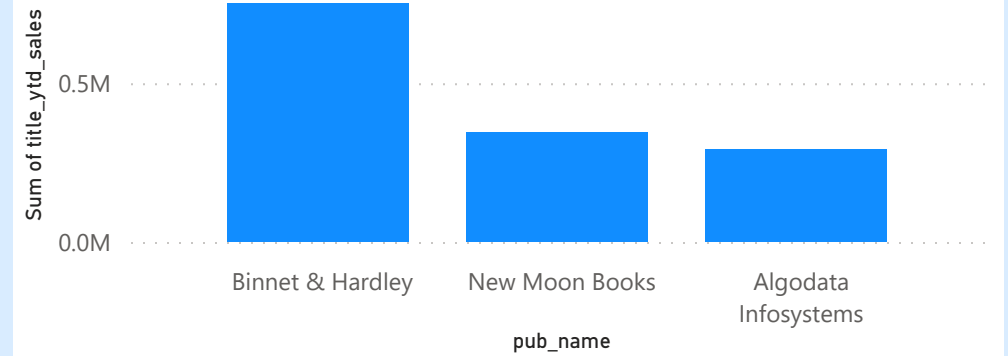




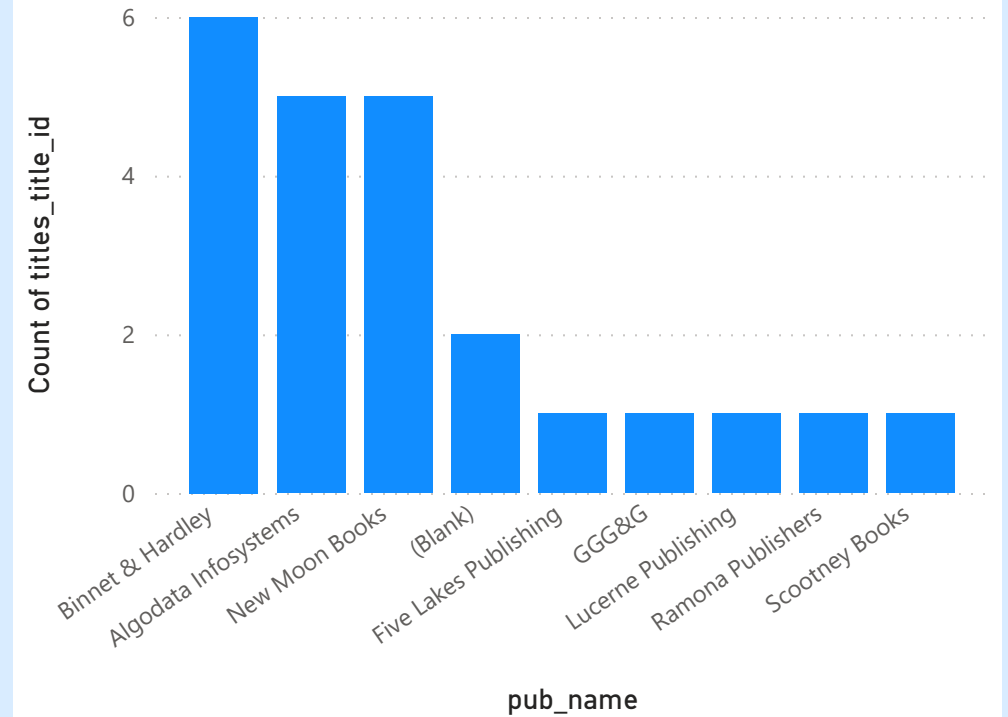
# Publishers Analysis



Sum of title\_ytd\_sales by pub\_name



Count of titles\_title\_id by pub\_name

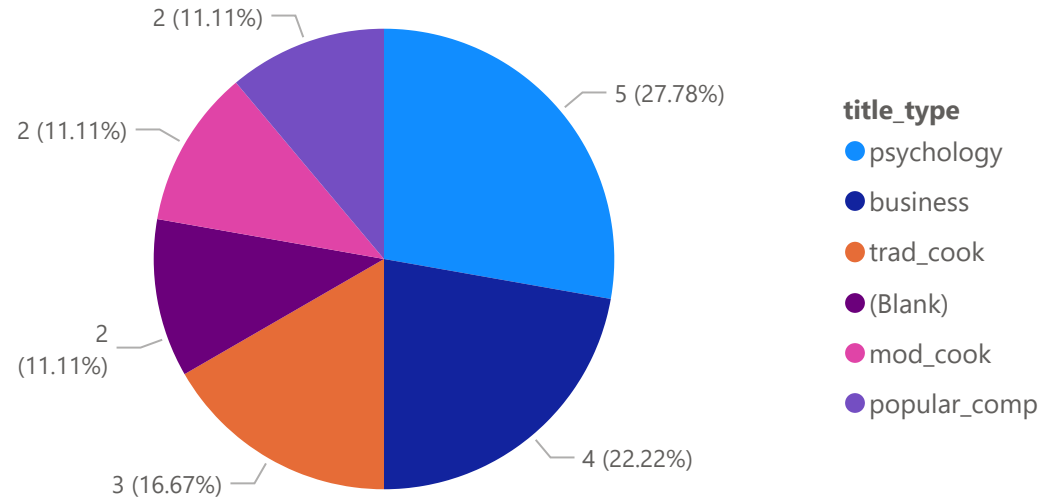




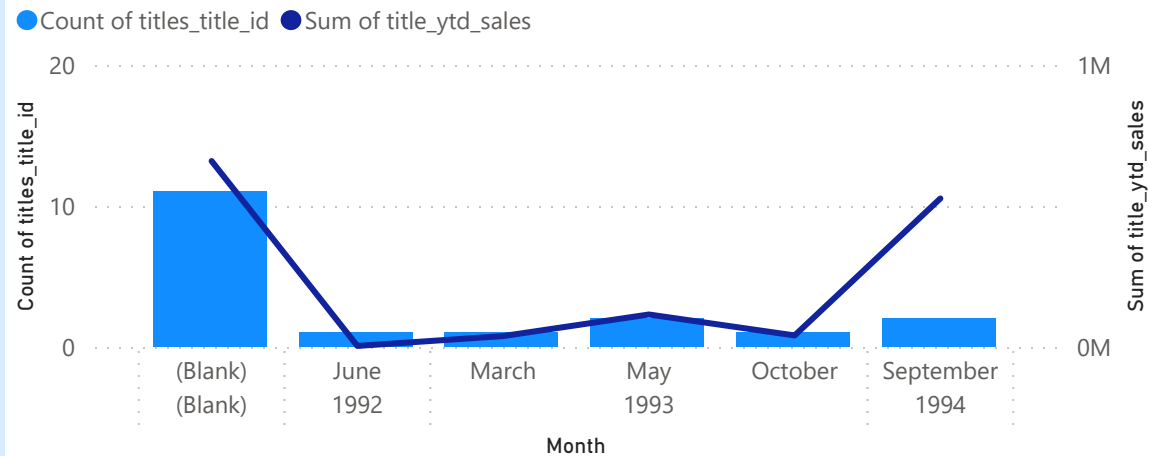
# Title Analysis



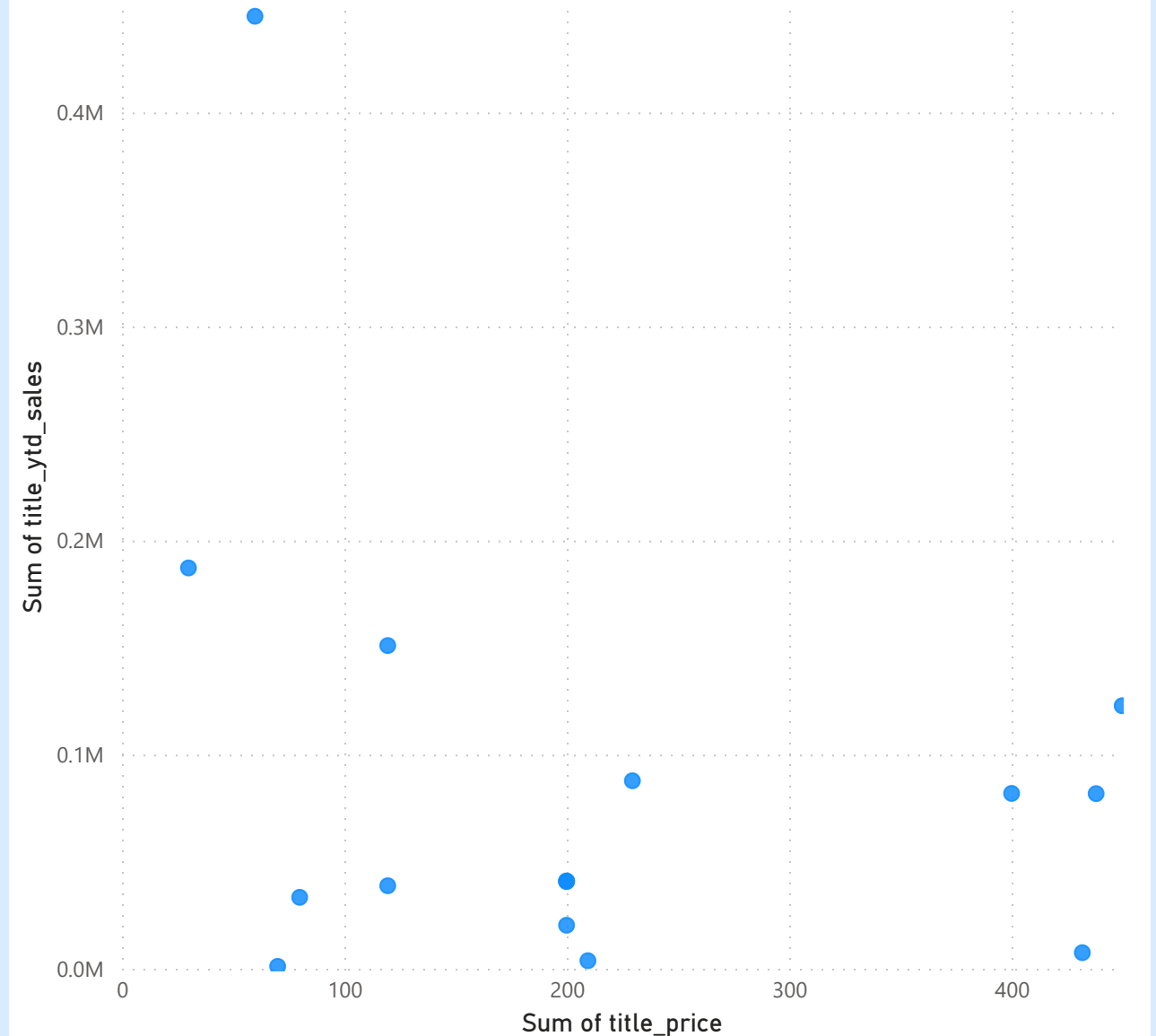
Count of titles\_title\_id by title\_type



Count of titles\_title\_id and Sum of title\_ytd\_sales by Year and Month



Sum of title\_price and Sum of title\_ytd\_sales by titles\_title\_id

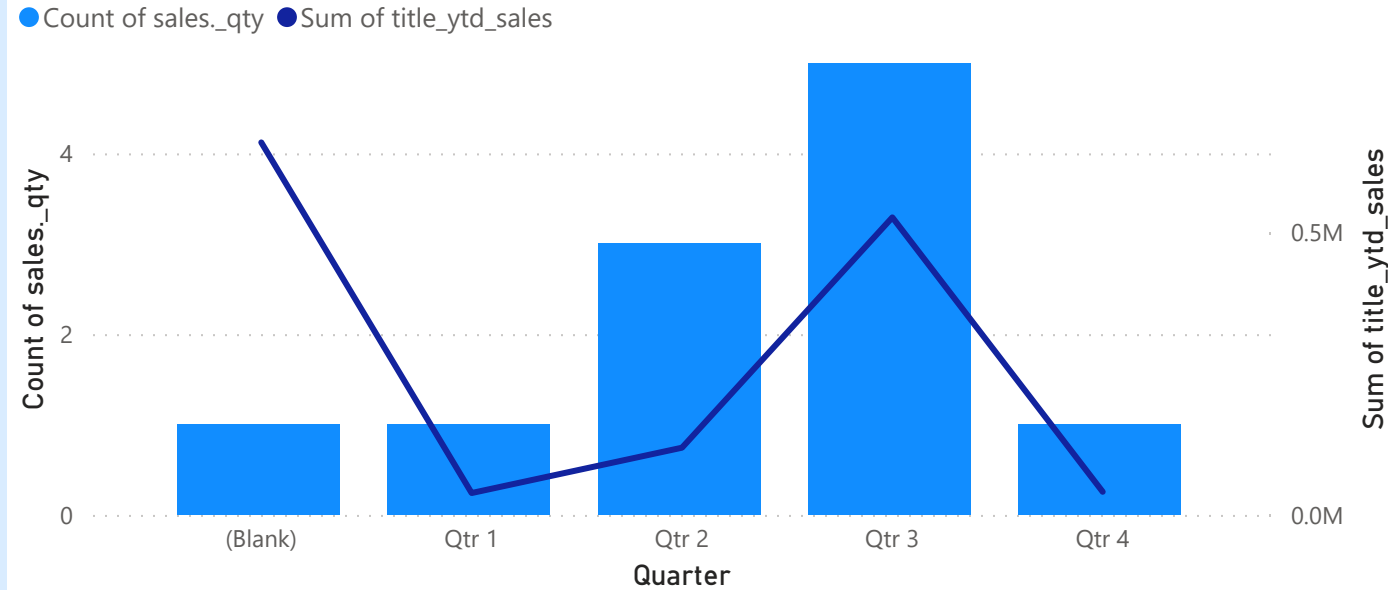




# Sale Analysis



Count of sales\_qty and Sum of title\_ytd\_sales by Quarter



The Gourmet Microwave

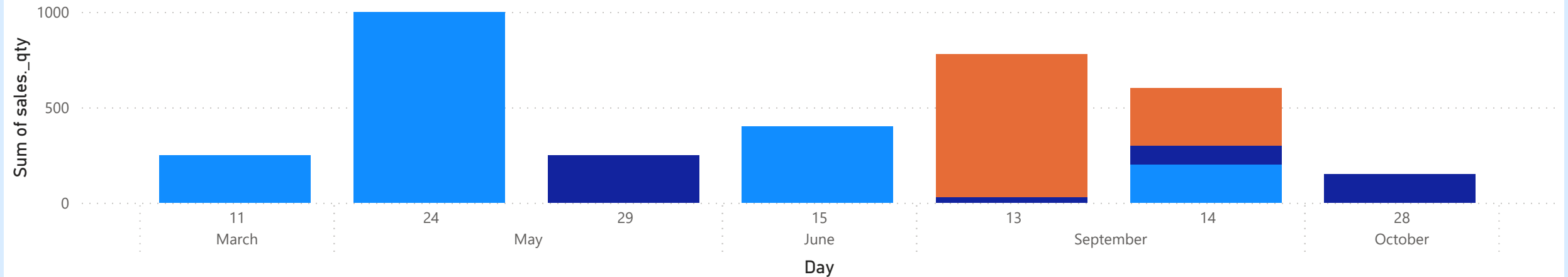
444920

Bookbeat

444920

Sum of sales\_qty by Month, Day and sales\_payterms

sales\_payterms ● Net 30 ● Net 60 ● ON invoice

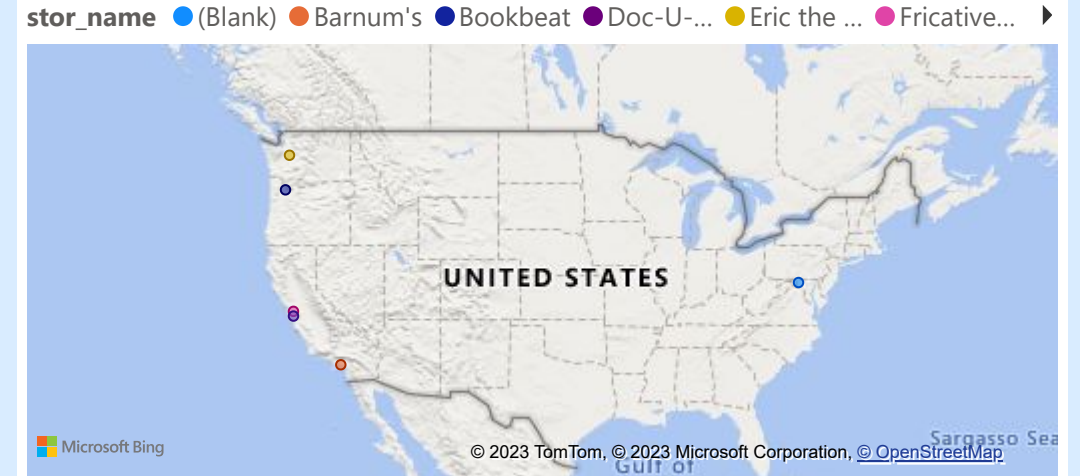




# Store Analysis



## stores\_city and stor\_name



## Sum of title\_ytd\_sales by stor\_name

