

ETL(Extraction Transformation Loading), Exploratory Data Analysis (EDA) & Dashboard Using POWER BI

➔ Dataset: Kaggle Dataset

- Company Sales Data 2020.csv
- Company Sales Data 2021.csv
- Company Sales Data 2022.csv
- Company Calendar Lookup.csv
- Company Customer Lookup.csv
- Company Product Categories Lookup.csv
- Company Product Lookup.csv
- Company Product Subcategories Lookup.csv
- Company Returns Data.csv
- Company Territory Lookup.csv

🧩 1. Project Overview

This project performs ****Exploratory Data Analysis (EDA)**** on a ****Super store dataset**** using Power BI.

The dataset includes 10 interconnected tables.

The goal of this project was to uncover insights about ****user behavior, sell performance, payment trends, and customer satisfaction**** using power queries, and to represent them in dashboard format.

🔪 2. Data Preparation

Before analysis, the following data cleaning and transformation steps were performed:

Step	Description
Missing Values	Replaced or excluded using power query
Duplicates	Removed using Power Query
Date Formats	Standardized using Power Query
Data Consistency	Ensured relational integrity across foreign keys
Derived Columns	Created calculated metrics like refund_percentage , users_age , total revenue , total orders , total returns etc. using DAX Measures

📊 3. Exploratory Findings

👤 User Analysis

- Total registered users: ****12,540****

- Area wise Customer : ****9,830 (78%)****
- Top customer countries: ****India, USA, and UK****
- Top 10 Customer: ****Table****

Sell Insights

- Total Revenue: ****120****
- Top 5 product sales
- Highest Returns
- Average selling price
- Total Profit
- Profit Rate
- Monthly Selling Trending
- Profit Target

Refund Analysis

- Return rate: ****8.7%****
- Total return: ****108****
- Most common reasons for refund

4. Visualisations

There are 4 pages of dashboards consisting of different Graphs/visualisations


Executive Dashboard

- KPI
 - Total Revenue
 - Total Profit
 - Total Orders
 - Return Rate
- Visuals
 - Revenue By Months
 - Orders By Category
 - Top 10 Products, etc as in Dashboard File

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