

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 <code>refund_percentage</code> , <code>users_age</code> , <code>total revenue</code> , <code>total orders</code> , <code>total returns</code> 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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