Sales-Analysis

Data Source

Sales data: The primary dataset used for this analysis is the 'db\_dump\_version\_2' SQL file, containing

detailed information about the sales the company made over the years.

- MySQL Workbench - SQL file source

Use different SQL queries

* Show all customer records = “SELECT \* FROM customers;”
* Show the total number of customers = “ SELECT count(\*) FROM customers;”
* Show all transaction records = “SELECT \* FROM transaction;”
* Show transactions for the Chennai market (market code for Chennai is Mark001 = “SELECT \* FROM transactions where market code='Mark001';”
* Show distinct product codes that were sold in Chennai = “SELECT distinct product code FROM transactions where market code='Mark001';”

Power Query - data cleaning (transformation)

* In the sales market table filter out rows containing blank Zone value
* In the sales transaction table filter out incorrect values
* Filtering out duplicated currency

Analysis

Before creating the reports we need to create a data model where it shows a relationship between the tables. The desktop creates a model by default but we also add connections manually by dragging and dropping. We create a star schema by making the transaction table the focus table.

We analyze the data by creating measures. On the desktop, we create a new table to record all the measures and it is a measure table. The measures are;

- Revenue = Reven = SUM('sales transactions (2)'[sales\_amount])

- Sales quantity = Sales Quantity = SUM('sales transactions (2)'[sales\_qty])

- Total Profit Margin = Total Profit Margin = SUM('sales transactions (2)'[profit\_margin])

- Profit Margin % = Profit Margin % = DIVIDE([Total Profit Margin],[Reven],0)

- Profit margin contribution % = Profit Margin Contribution % = DIVIDE([Total Profit Margin],

CALCULATE([Total Profit Margin],ALL('sales products (2)'),

ALL('sales customers (2)'),ALL('sales markets (2)')))

- Revenue contribution % = Reven Contribution % = DIVIDE([Reven],CALCULATE([Reven],ALL('sales products (2)'),

ALL('sales customers (2)'),ALL('sales markets (2)')))

Data Visualization

Start building the report using the measures created by dragging the measure into the build area.

There are a lot of visualization options on the dashboard like line charts, pie charts, area charts, carts, tables, slicers, and many more.

So we select from them to show the measures in a clear and understandable way.