📊 Fashion Transactions 2025 – Power BI & Tableau Walkthrough

**🔑 Data Model Setup**

Dataset: fashion\_transactions\_2025.csv

Table: fashion\_transactions\_2025

Ensure **order\_date** is converted into a proper **date field** in both Power BI and Tableau.

**Executive Summary (KPIs)**

**SQL Reference: Query 1 (Total revenue, orders, customers, AOV)**

Power BI:

Use Card visuals for each KPI:

Total Revenue = SUM(final\_price)

Total Orders = COUNT(order\_id)

Unique Customers = DISTINCTCOUNT(customer\_id)

Avg Order Value = DIVIDE(SUM(final\_price), COUNT(order\_id))

Tableau:

Create calculated fields for each KPI and display them as KPI tiles at the top of the dashboard.

**Revenue Insights**

**SQL Reference: Queries 2, 3, 12**

Visuals to build:

Monthly Revenue Trend (2025) → Line chart with order\_date (Month-Year) vs SUM(final\_price).

Revenue by Category → Bar chart, sorted by highest revenue.

Category Contribution % → Donut chart showing share of revenue by category.

**Customer Insights**

**SQL Reference: Queries 4, 8, 11, 14**

Power BI:

Age Group Segments: Create a calculated column Age Band (e.g., Under 20, 20–30, …, Above 60). Use a clustered bar for revenue & order count by age band.

Gender Spending: Pie chart with customer\_gender and SUM(final\_price).

Top Customers (LTV): Table visual with customer\_id, total revenue, avg order value.

Repeat Customers: KPI card → count of customers with > 5 orders.

**Tableau**:

Create age band bins, then use stacked bar for Age vs Revenue.

Create dashboards combining gender pie, LTV table, and repeat customers as highlight numbers.

**Geography & Channel**

**SQL Reference: Queries 5, 9**

Visuals to build:

Top 5 Cities by Revenue → Bar chart (or Map with size = revenue).

Sales Channel Analysis → Column chart comparing channel by total orders & revenue.

**Product & Brand**

**SQL Reference: Queries 2, 6, 10**

Visuals to build:

Top 10 Subcategories → Horizontal bar chart showing SUM(quantity).

Brand Ratings → Scatter plot (X = avg rating, Y = orders, Size = revenue).

Most Returned Categories → Column chart sorted by total returns.

**Discounts & Returns**

**SQL Reference: Queries 7, 13**

Power BI:

Gross vs Net Revenue → Clustered column chart: SUM(price\*quantity) vs SUM(final\_price).

Discount Impact % → Card visual with discount percentage.

Return Rate by Category → Bar chart showing % returns per category.

Tableau:

Create calculated fields: Gross, Net, Discount Impact.

Use side-by-side bar charts for comparison.

**Cohort Analysis (2025)**

**SQL Reference: Query 15**

Power BI:

Create a Matrix visual:

Rows = Cohort Month

Columns = Order Month

Values = SUM(final\_price)

Conditional formatting → Heatmap style (darker colour for higher revenue).

Tableau:

Create a heatmap with Cohort Month on rows, Order Month on columns, SUM(final\_price) as colour intensity.

📌 Best Practices for Both Power BI & Tableau Add filters/slicers: Year, Category, City, Sales Channel.

Add drill-throughs (Power BI) or actions (Tableau) for interactive navigation.

Use consistent colours (e.g., Gender: Blue for M, Pink for F, Neutral for Others).

* Documentation of each tab with a short description of insights.

**🚀 Final Dashboard Flow Overview Page**

* KPIs + trend.
* Revenue Analysis → Monthly trend + category share.
* Customer Analysis → Age, Gender, Repeat, Top LTV.
* Geography & Channel → City & sales channel performance.
* Product & Brand → Subcategory ranking + brand rating.
* Discount & Returns → Discount effect + returns.
* Cohort Analysis → Retention/revenue by cohorts (2025).