



# GLOBAL ELECTRONICS RETAILER

## POWER BI Visualization Report

### ABSTRACT

The global electronics retailer dataset has been chosen for this visualization project since it contains appropriated time series and a set of useful table. This data set also bring more challenge to the analyst in terms of creating new measurement, tables and relationship establishing. Moreover, currencies involving in this dataset also make the analysis more complicated which would be another good dataset for practising data skills.

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Data043 – Data Analysis Application

## POWER BI VISUALIZATION: GLOBAL ELECTRONIC RETAILER

### INTRODUCTION

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This project is a part of Data Analysis Application course (Professional Certificate – Data Science) at Southern Alberta Institute of Technology. The project is about creating data visualization using POWER BI tool for data analysis and management planning.

The global electronics retailer dataset has been chosen for this visualization project since it contains appropriated time series and a set of useful table. This data set also bring more challenge to the analyst in terms of creating new measurement, tables and relationship establishing. Moreover, currencies involving in this dataset also make the analysis more complicated which would be another good dataset for practising data skills.

The dataset contains 2016-2020 and the first 2 months of 2021 time series which is appropriated for trend analysis. Furthermore, it also lacking of some core data which needs to be calculated and measured before creating visualization.

### ANALYSIS

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#### Executive Report

Overall performance for the latest year report to executive level for summarizing total revenue data and future trend prediction. The report including;

- Total Sales and Total Profit for 2020
- Sales and Profit Growth compared with previous year
- Total Sales by Category
- Total Sales by Continental
- Sales Trends by month
- Top Seller Products
- Sales and Profit Trends for 5 consecutive years

#### Inventory Dashboard

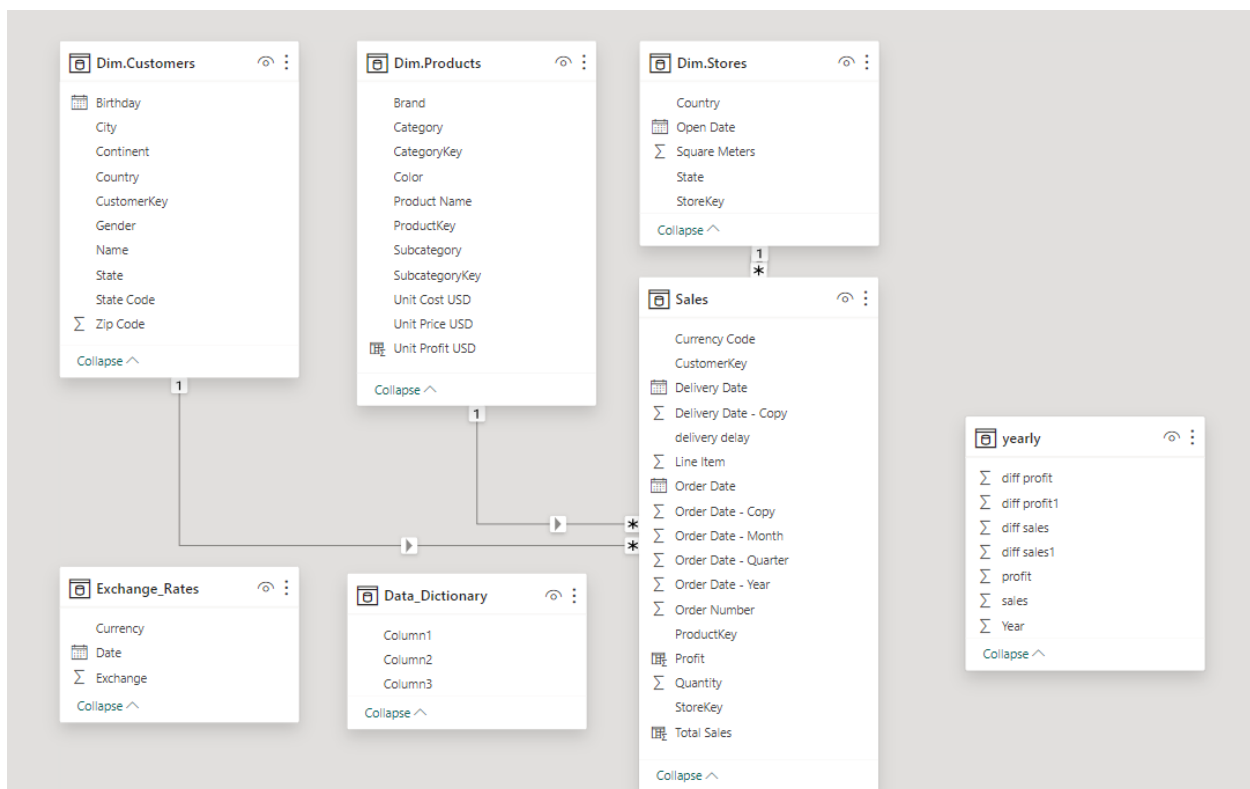
For related departments such as inventory, purchasing, suppliers and distributors to forecast seasonal product trends for inventory management in each regions, to set KPI regarding delivery time and for stock fulfilment. The dashboard including;

- Delivery time (Days): Average, minimum and maximum day of order preparation before shipment
- Average delivery time (Days) trend by Year

- Top Seller Products analyzing by quantity sold
- Quantity Sold per Category by month and year
- Selection of sales location

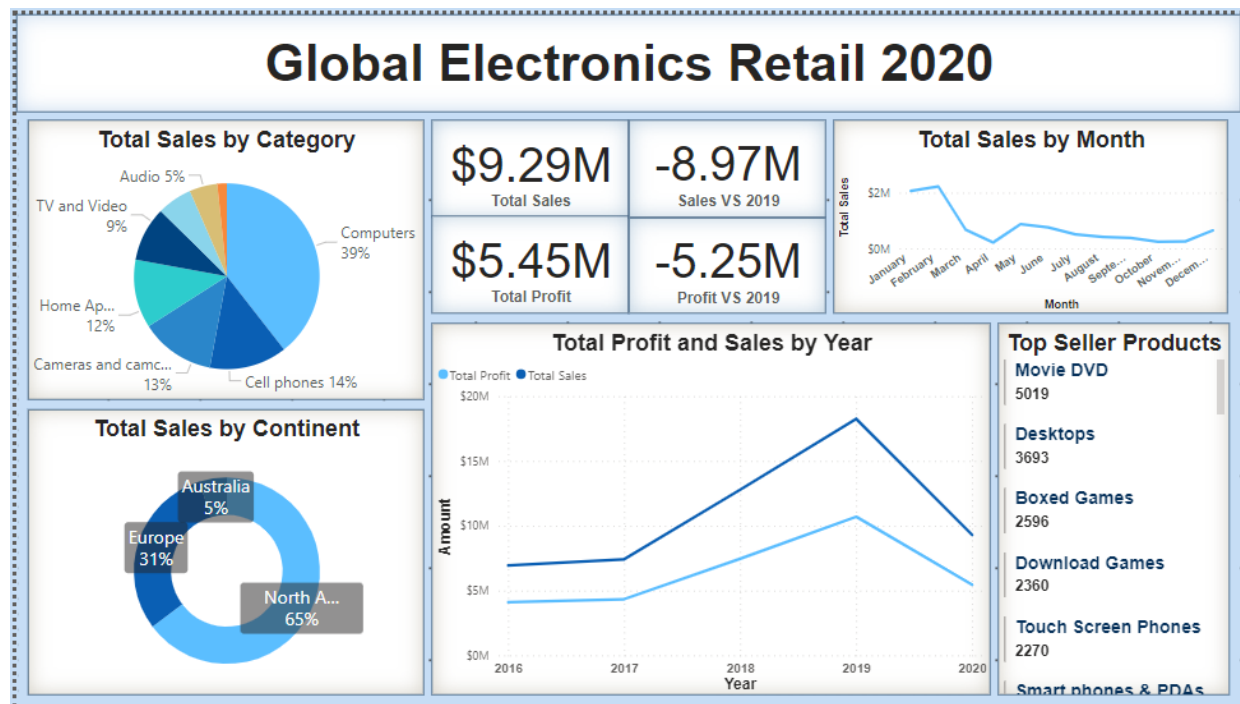
## DATA MODELING

The figure below shows tables in this dataset and relationship between them



Note: Calculated, currency exchange, and data dictionary tables have no relationship established

## REPORT



## DASHBOARD



## REFERENCES

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Global Electronics Retailer [Data Set]. (2024, March 31). Maven Analytics. Retrieved April 24, 2024, from <https://mavenanalytics.io/data-playground?tags=10btmr8wmkqkEgJMfgtOv2>