



## Power BI DAX Project Details

Index	Heading	Description
1	<b>Overview:</b>	TechnoEdge's Power BI project overview provides an interactive snapshot of finance data, including sales, profit, and transaction details. Visuals such as bar charts and tables display key metrics by segments, products, and countries, allowing for easy analysis and decision-making.
2	<b>Skill Pre-requisite:</b>	
		To become a DAX master in Power BI, there are a few system prerequisites that you need to consider:
		1 Access to Power BI: You will need access to Power BI, either through a personal or enterprise account.
		2 Understanding of data modeling: It's important to have a solid understanding of data modeling concepts, such as relationships, cardinality, and normalization.
		3 Familiarity with Excel: Since DAX is a formula language that originated in Excel, having a basic understanding of Excel functions and formulas can be helpful.
		4 Knowledge of programming concepts: Having a basic understanding of programming concepts like variables, loops, and conditional statements can help you to create more complex DAX formulas.
		5 Practice and experience: Practice is crucial to becoming a DAX master. Continuously working with DAX and analyzing data will help you to develop your skills and gain valuable experience.
3	<b>System Pre-requisite:</b>	
		To work with DAX in Power BI, you will need to ensure that your system meets the following prerequisites:
		1 Operating system: You can use DAX with Power BI on Windows 10 or later, Windows Server 2016 or later, or Windows Server 2012 R2.
		2 Processor: A 64-bit processor is required for running Power BI and DAX.
		3 Memory: A minimum of 8GB RAM is recommended for running Power BI and DAX, but higher amounts of memory can improve performance.
		4 Storage: You will need enough storage space for your data and the Power BI application.
		5 Graphics card: A graphics card with at least 1GB of memory is recommended for optimal visual performance.
		6 Internet connection: A reliable internet connection is necessary to access and share data through Power BI.
		7 Power BI Desktop: You will need to download and install Power BI Desktop, which is the version of Power BI that runs on your desktop computer.
		8 Power BI Service: You will also need to sign up for a Power BI service account to publish and share your reports and dashboards.
8	<b>Objectives</b>	
		1 Sales Analysis: Interactive report for sales performance by segment, country, product, and discount band with line charts and filters.
		2 Transaction Analysis: Report for transaction trends by date, quantity, payment method, and channel with line charts and slicers.

	<b>3</b>	Profitability Analysis: Report for profitability metrics with bullet charts, comparing actual vs target profit margins.
	<b>4</b>	Sales Channel Analysis: Report for sales performance by online/offline channels with stacked area charts and drill-through.
	<b>5</b>	Customer Analysis: Report for customer demographics, payment methods, and purchasing patterns with pie charts and filters.
	<b>6</b>	Financial Performance Analysis: Report for financial metrics by month, quarter, and year with line charts, KPIs, and interactive features.