BASIC SALES ANALYTICS – LET GET STARTED

Basic Sales Analytics

Sales Manager of Johnson Store

- Recently hired
- Guide, Train & Mentor the team
- Set Goal and Sales Plan
- Sale Opportunities
- Analyze Sale Data

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Basic Sales Analytics

ANALYZE DATA

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Bird-eye view of the Sale Department of Johnson Store

No. of Location = 12 State

No. of Sales Officers = 45

No. of Assistant Manager Sales = 03

No. of Products = 101

Sales Ranges from USD 19 Million

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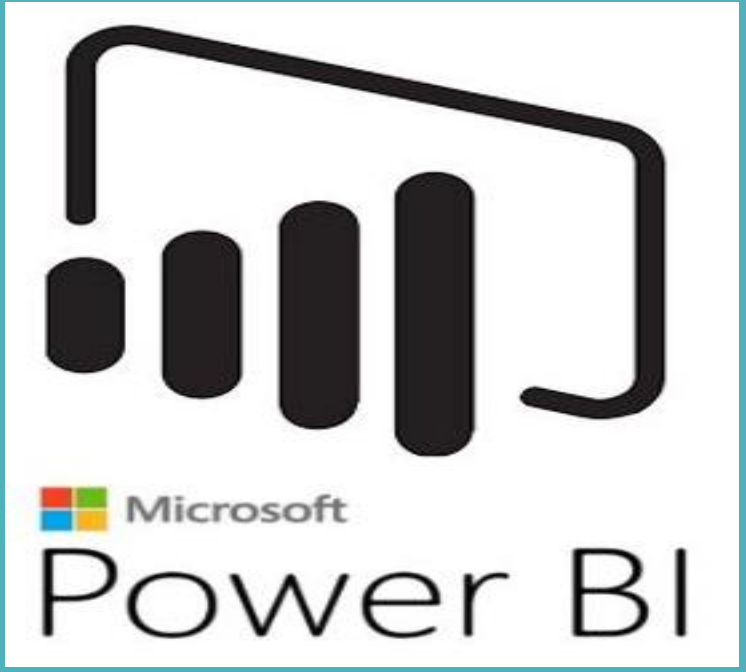
Basic Sales Analytics

Getting Started with Power BI



- Install Power BI
- Get Data in to Power BI
- Develop Relationship among Tables
- Start Analyzing the Data

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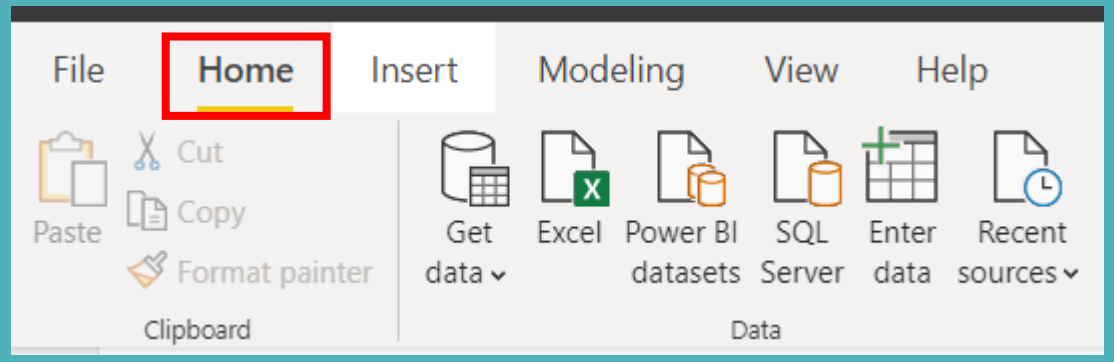
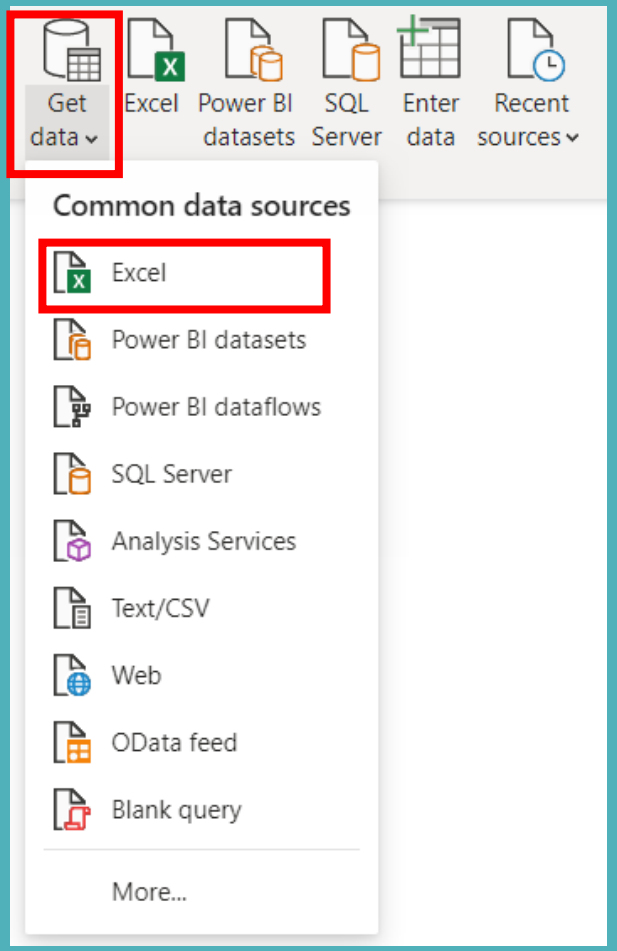
Basic Sales Analytics

Get Data in Power BI





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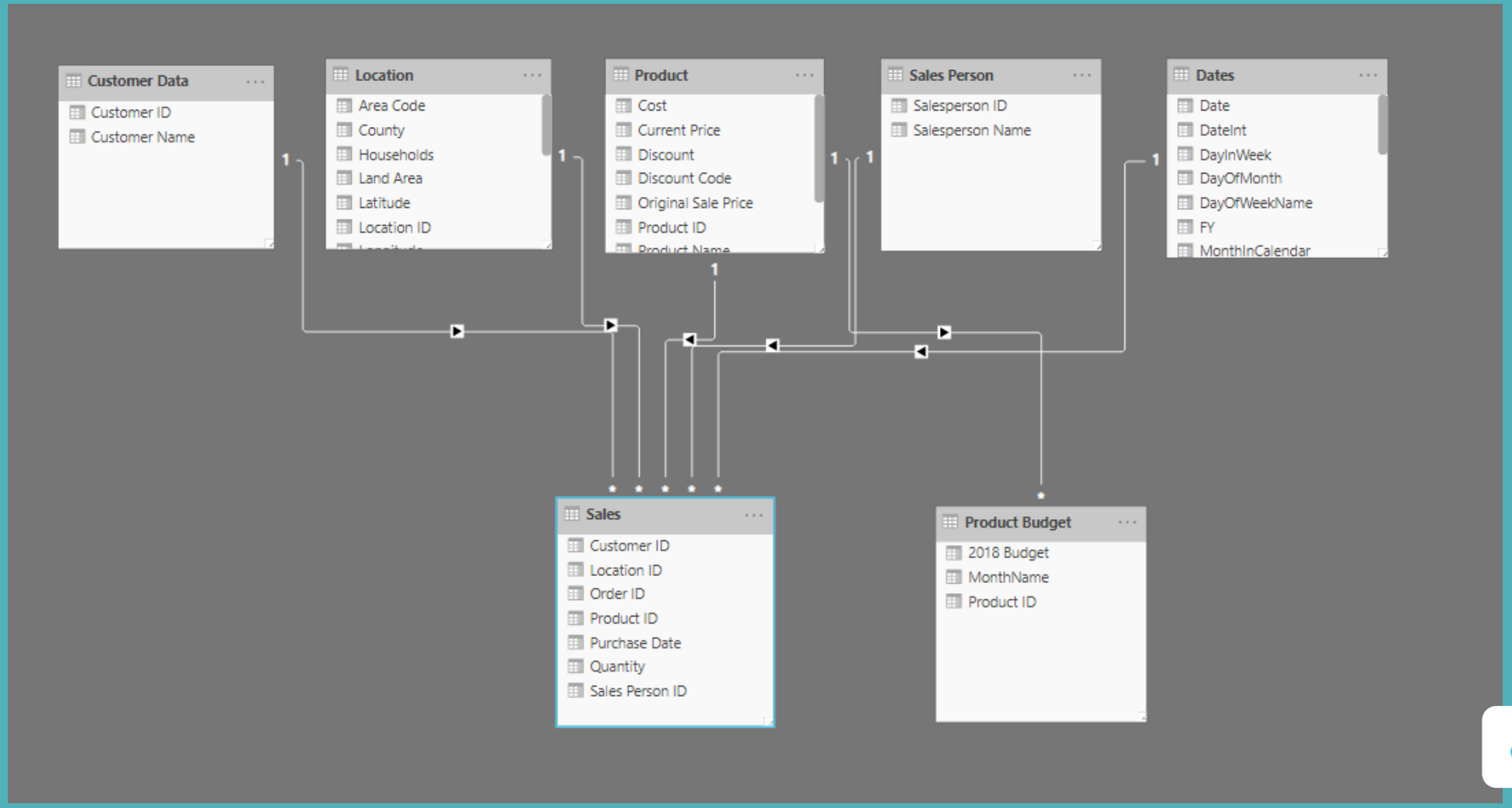
Basic Sales Analytics

Develop Relationships



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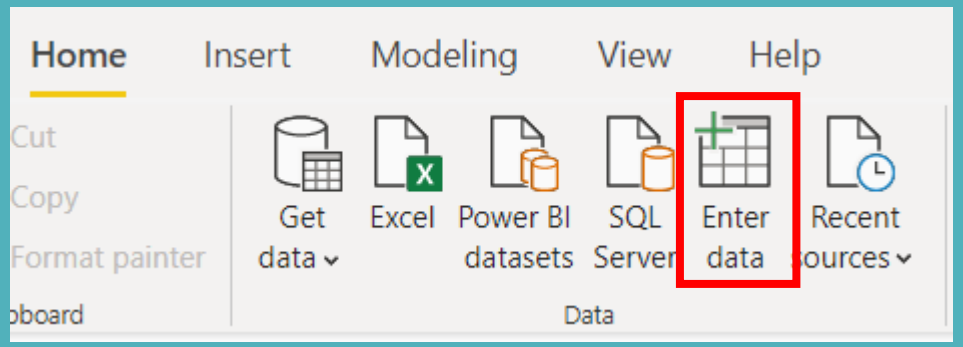
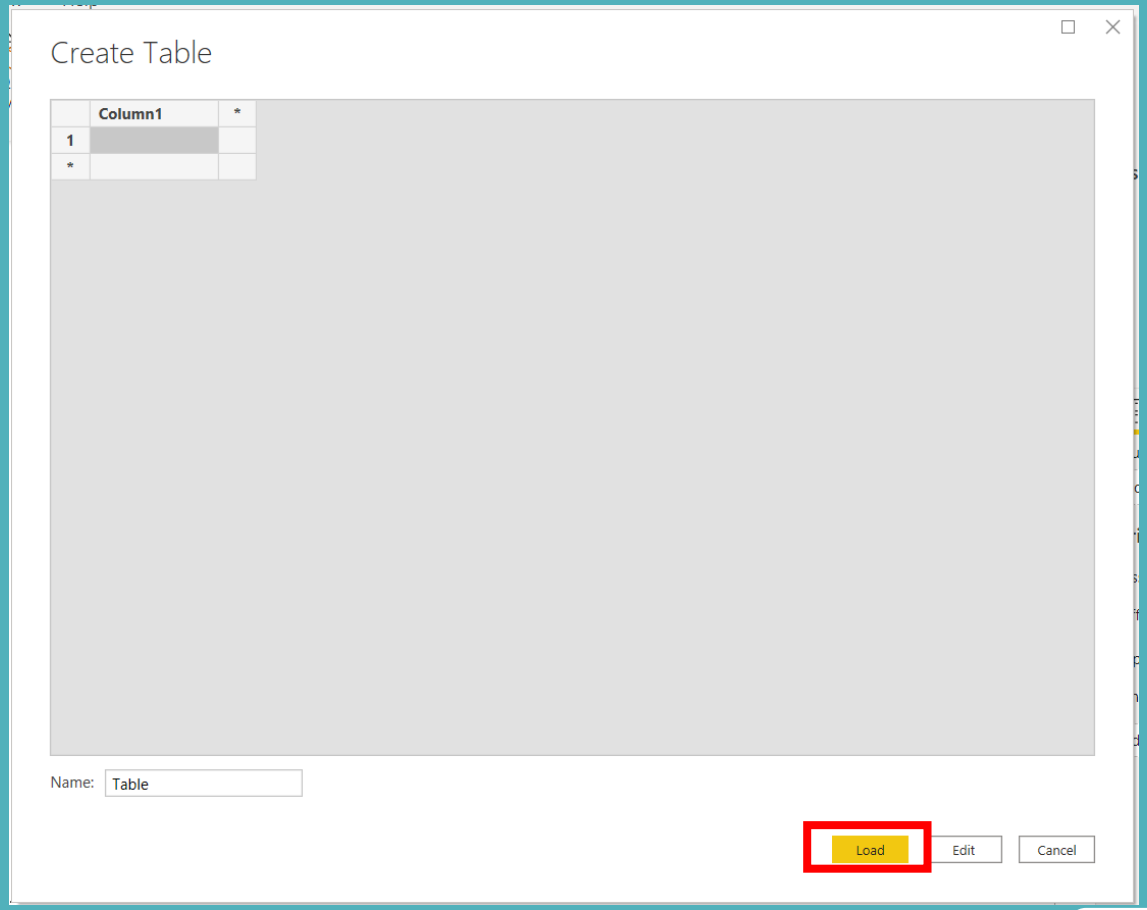
Basic Sales Analytics

Create a Table of “Key Measures”





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Basic Sales Analytics

CALCULATE

- Total Sales
- Total Costs
- Total Profits
- Total Unit Sold
- Total Product
- Profit Margin %age

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Basic Sales Analytics

Calculate “Total Sales”

Sales Table

Order	Product	Location	Sales Person	Customer	Purchase Da	Quanti
AX19182	ENX2000	A100	EMP1017	C1365	15/07/2017	1
AX13301	ENX2000	A124	EMP1023	C1322	23/06/2017	1
AX16026	ENX2000	A125	EMP1043	C1616	19/02/2017	1
AX13486	ENX2000	A100	EMP1043	C1670	20/06/2018	1
AX10528	ENX2000	A110	EMP1003	C1373	28/07/2017	1
AX16328	ENX2000	A122	EMP1040	C1595	11/01/2017	1
AX20967	ENX2000	A112	EMP1040	C1342	18/04/2017	1

Product Table

Product ID	Product Name	Cost	Current Price	Taxes
ENX2000	Product 1	1367	2241	336.15
ENX2001	Product 2	504	951	142.65
ENX2002	Product 3	534	847	127.05
ENX2003	Product 4	1516	1783	267.45
ENX2004	Product 5	665	1278	191.7
ENX2005	Product 6	561	684	102.6
ENX2006	Product 7	1443	1826	273.9

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Basic Sales Analytics

Calculate "Total Sales"

SUMX from "Math and Trig Function"

RELATED from "Filter Function"

Total Sales = SUMX(Sales, Sales[Quantity] * RELATED (Product[Current Price]))

Sales Table

Order	Product	Location	Sales Person	Customer	Purchase Da	Quanti
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AX13486	ENX2000	A100	EMP1043	C1670	20/06/2018	1
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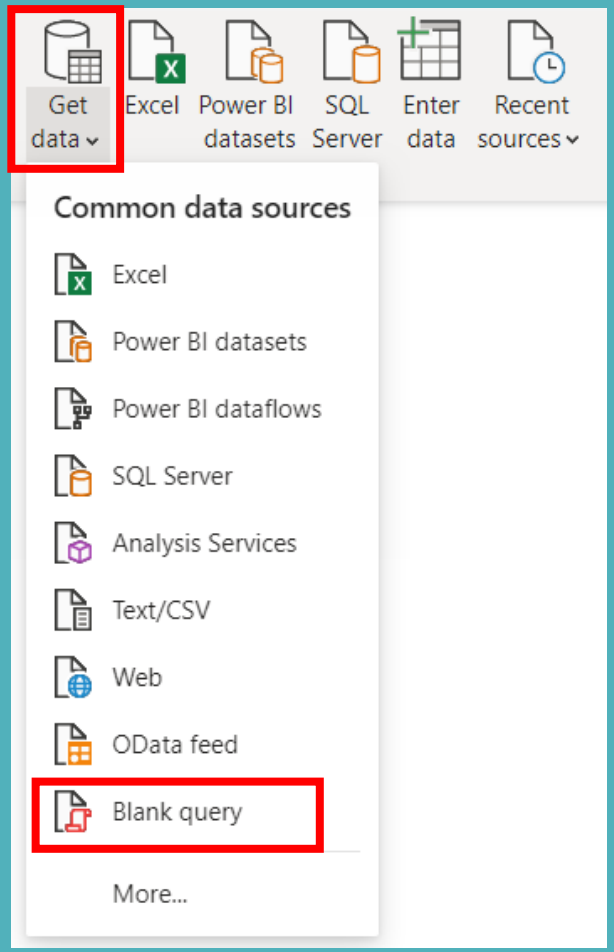
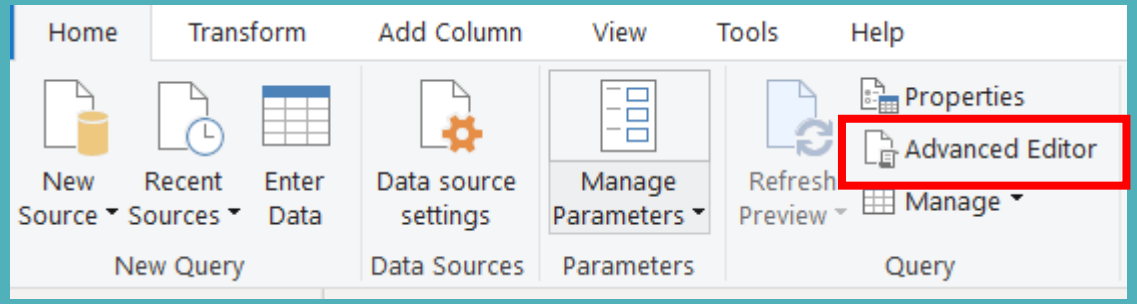
Basic Sales Analytics

Create a Date Table





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Basic Sales Analytics

Calculate "Total Costs"

SUMX from "Math and Trig Function"

RELATED from "Filter Function"

Total Cost = SUMX(Sales, Sales[Quantity] * RELATED (Product[Cost]))

Sales Table

Order	Product	Location	Sales Person	Customer	Purchase Da	Quanti
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Calculate “Total Profits”

Total Profits = Total Sales – Total Cost

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Calculate “Total Unit Sold”

```
Total Unit Sold = SUM(Sales[Quantity])
```

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Calculate “Total Product”

```
Total Products = DISTINCTCOUNT('Product'[Product Name])
```

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Basic Sales Analytics

Percentage of Profit Margin

Divide from “Math and Trig Function”

Syntax	DIVIDE(<numerator>, <denominator> [,<alternateresult>])

	Example 1	Example 1	Example 1
Syntax	Divide(5,2)	Divide(5,0)	Divide(5,0,1)
Result	2.5	Blank	1

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Basic Sales Analytics

Percentage of Profit Margin

Profit Margin %age= Divide([Total Profits],[Total Sales], 0)

Format the Date in the Video

Format the Percentage in the Video

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Basic Sales Analytics

CALCULATE

- Total Sales
- Total Costs
- Total Profits
- Total Unit Sold
- Total Product
- Profit Margin %age

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Build

BASIC SALES ANALYTICS

Interactive Dashboard

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CONGRATULATIONS

BASIC SALES ANALYTICS

IS COMPLETED

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