

LK.com, Inc is an American multinational conglomerate which focuses on furniture and office supply sales. It has distribution centers all around the world, which guarantees deliveries according to the customers needs.

So far, most of the sales data were being reported in Excel, with only local management.

You were hired as BI Analyst of the company's digital transformation group and your role is to use Power BI as the main tool to analyze, share, and promote insights to empower the organization to quickly make data-driven decisions that drive strategic actions.

The database provided to you is an Excel file with sales data from 2017 to 2020. There is also a list of customers and some information regarding them.

Your first Mission is to provide the following analysis and answer the questions:

- 1) Total amount of Gross Sales, Discounts, Net Sales, Shipping Cost, Gross Margin, Gross Margin % and Orders.
- 2) Gross Sales, Gross Margin, Gross Margin % along the time.
- 3) Subcategory Gross Margin, Discounts and Shipping Cost
- 4) Gross Margin by location and category.
- 5) Gross Sales and Gross Margin increase or decrease along the years?
- 6) Is the total shipping cost higher or lower than the discounts?
- 7) Explain why Gross Margin % in 2020 is lower than in the other years.
- 8) What is the category with the highest Gross Margin?
- 9) What is the subcategory with the highest Gross Margin?
- 10) To which category does that belong?

General Notes:

*This challenge is not a competition between the students. You can ask for help on Discord.

*Post your solution on LinkedIn and send the link to it on channel #challenges in our Discord community.

*Use backgrounds and color themes with wow effect.

*Deadline: October 31st

Technical Notes:

*Create date and product dimension tables.

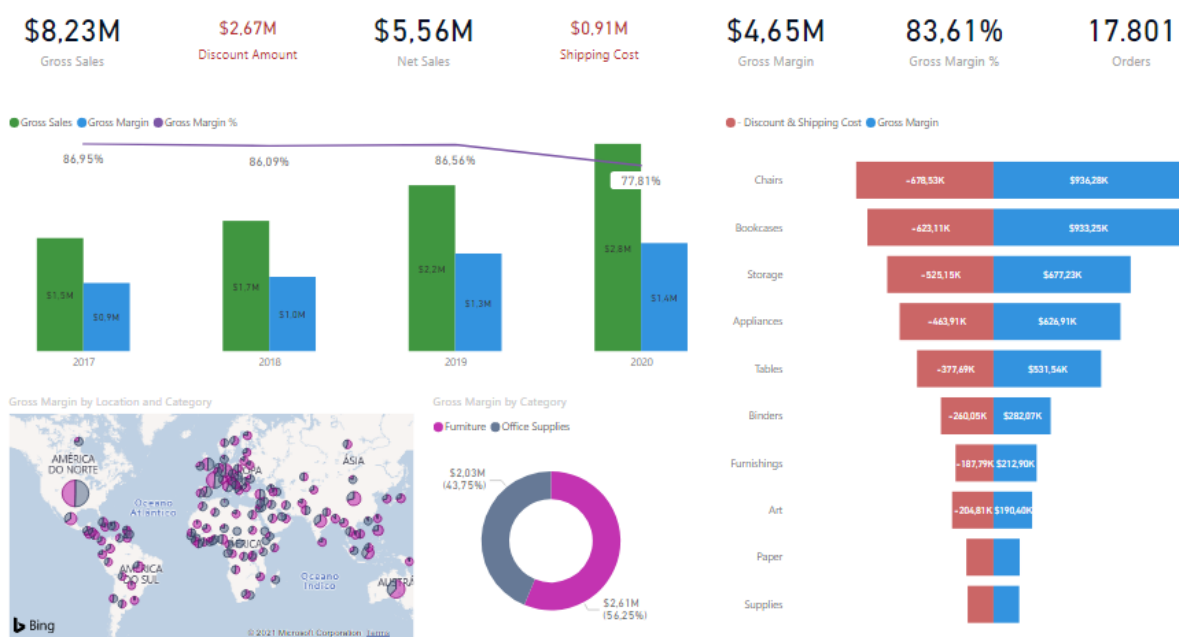
*Gross Sales is the sum of all sales (unit price times quantity).

*Net Sales is the Gross Sales applying the discounts.

*Gross Margin is the Net Sales minus the Shipping Cost.

*Gross Margin % is Gross Margin divided by Net Sales.

*Here is a mockup of what is expected in your report:



*Remember to make your report shine using all recommendations regarding data Storytelling and Design of Dashboards.