

Sales Analysis

ABC is an ecommerce company that sells over 25,000 items online. These items are sold by different vendors from across the country. Currently there is no dashboard available to help the Sales team monitor the performance of various vendors or items. Also, they need a ranking / categorization of the products to identify the products they need to keep an eye on.

Given here are three excel files:

- I. 2021Sales.xls: This excel file contains the list of all the orders for the current year. Each Order ID is unique. Besides Order ID and Order date, the file has Item ID, Price at which the item was sold and quantity sold.
- II. Item-Vendor.xls: Each Item ID is unique and has a vendor mapped to it. This excel file gives the list of Item ID mapped to their respective vendors.
Vendor-Manager.xls: The sales team has managers assigned to each of these vendors. This excel file provides the mapping of the vendors to the sales managers.

Using the above data, you are required to setup a dashboard for the Sales team based on the following instructions.

1. Provide filters/slicers for vendors, sales managers, dates
2. Plot the daily sales for the latest 3 months in the dates selection period and include a 14-day moving average curve in the same plot. The value should change based on selections in the slicers asked to be provided above. The resulting visual should therefore have 2 curves - daily sales and moving average.
3. Provide a period selection slicer with values (7d, 14d, 28d). Plot a line graph showing the daily sales trend for the previous 7 days. If 14d / 28d are selected then the no. of days for which the sales trend is shown should change accordingly. This visual should only respond to the period selection slicer should not respond to any selections made in any of the other slicers provided. The period selection slicer should not affect any other visual on the page except this one.
4. We would like to compare the distribution of daily sales values (interquartile range, min, max etc ..) for the top 10 vendors. Could you please develop a visual that communicates this effectively. A tabular, line or bar chart visual should not be used.
5. Develop a custom table using a DAX expression that displays the 2nd best-selling item for each vendor. The table should have the following columns,

III. VendorName, ItemId, Sales.

The table should therefore have only one item per vendor that is their 2nd best-selling item. Support your calculation output by validating the output values of the 2nd best-selling item of any two vendors using Excel.

6. Provide a drill through report that accepts a vendor name as a parameter and made accessible from the main page of the dashboard. The drill through report can contain any 2 simple vendor level metrics or visuals that you want to provide. The user should be able to get back to the main dashboard page after viewing the drill through report.