**Urban Threads Power BI Expansion Strategy**

**1. Data Model Design**

Proposed Tables:

a. Sales:

Sale\_ID , Store\_ID (FK), Date, Revenue, Order\_Quantity, Customer\_ID, Footfall, Customer\_feedback.

b. Stores:

Store\_ID, City\_ID (FK), Store\_Type, Opening\_Date, Store\_Area\_sqft.

c. Cities:

City\_ID, City\_Name, Region (North, South, East, West), Population, Social\_Media\_Ad\_Spend, Avg\_Disposable\_Income.

**2. KPIs to Track**

a) YoY Growth Rate:(This Year Revenue – Last Year Revenue) / Last Year Revenue.

b) Average Order Value:Total Revenue ÷ Total Orders.

c) Customer Satisfaction:Average of Satisfaction Score (1–5).

d) Store Efficiency:Total Sales ÷ Footfall.

e) Customer Retention Rate:Percentage of returning customers over a time period.

f) 3-Month Moving Avg Revenue:Smooths seasonal trends for forecasting.

**3. DAX Thinking (Logic Only)**

Customer Retention (Pseudo-DAX)

CustomerRetentionRate =  
DIVIDE(  
 COUNTROWS(  
 INTERSECT(  
 VALUES(Sales[Customer\_ID]) in Current\_Month,  
 VALUES(Sales[Customer\_ID]) in Previous\_Month  
 )  
 ),  
 DISTINCTCOUNT(Sales[Customer\_ID]) in Previous\_Month  
)

**3-Month Moving Average Revenue**

MovingAvgRevenue :=  
AVERAGEX(  
 DATESINPERIOD(Sales[Date], MAX(Sales[Date]), -3, MONTH),  
 CALCULATE(SUM(Sales[Revenue]))  
)

**4. Dashboard Layout Plan**

Layout Sections (4 Visuals):

Visual 1: City-Level YoY Growth Map

Type: Filled Map or Bubble Map  
Shows: Revenue growth by city color  
Tooltip: Revenue, Growth %, Store Count

Visual 2: Top 10 Stores by Efficiency

Type: Bar Chart  
Axis: Store Name vs. Sales ÷ Footfall  
Insight: Identify under/over-performing stores

Visual 3: Customer Satisfaction Trend

Type: Line Chart  
Axis: Month vs. Satisfaction Index (Region filters)

Visual 4: Sales & Footfall Correlation

Type: Scatter Plot  
X: Footfall ,Y: Sales , Color: Region

Filters:

• Region (North/South/East/West)  
• Month (via slicer or drop-down)

**5. Advanced Scenario Task: Social Media Ad Spend & Footfall**

Approach:

• Analyze correlation between Social Media Ad Spend and Footfall  
• Group cities by Ad Spend range (Low, Medium, High)  
• Compare average footfall across groups

Visuals to Use:

• Scatter Plot: Ad Spend (X) vs. Footfall (Y)  
• Line Chart: Monthly Ad Spend vs. Monthly Footfall per City  
• Bar Chart: Avg Footfall by Ad Spend Category

Non-Technical Explanation:

“We observed that cities with higher social media ad investments consistently experienced higher in-store footfall. This suggests that increasing digital marketing spend in expansion-target cities could significantly boost in-store visits and engagement.”

