

# Azure Project In Power BI

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# About the Dataset

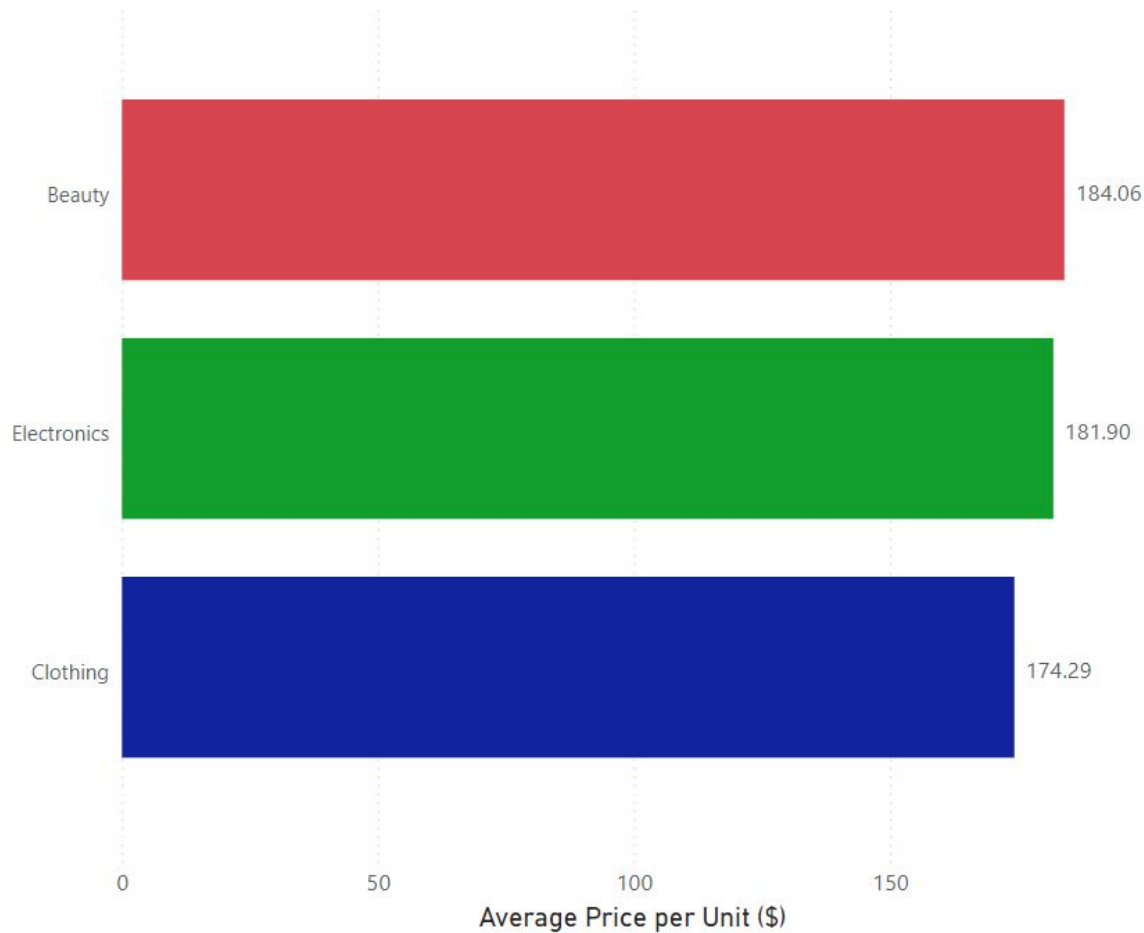
- The dataset is synthetic and was created to simulate how a dynamic retail environment can take place
- Is a snapshot of a fictional retail landscape, but captures essential attributes that drive retail operations and customer interactions
- Key details include:
  - Transaction ID, Date, Customer ID, Gender, Age, Product Category, Quantity, Price per Unit, and Total Amount
- These key details help with the exploration of sales trends, demographic influences, and purchasing behaviors



# Why this Dataset?

- **Realistic Representation**
  - Though synthetic, the dataset mirrors real-world retail scenarios, allowing you to practice analysis within a familiar context
- **Diverse Insights**
  - From demographic insights to product preferences, the dataset offers a broad spectrum of factors to investigate
- **Hypothesis Generation**
  - As you perform EDA, you'll have the chance to formulate hypotheses that can guide further analysis and experimentation
- **Applied Learning**
  - Uncover actionable insights that retailers could use to enhance their strategies and customer experiences

## All Products Have Similar Average Prices





## Source

<https://www.kaggle.com/datasets/mohammadtalib786/retail-sales-dataset>