**Business Data Analysis Project**

Welcome to the Business Data Analysis Project repository! This project focuses on analyzing business data with a variety of columns and the creation of informative Power BI dashboards. Below, you'll find an overview of the project structure and how to navigate it.

**Project Overview**

This project leverages business data to derive valuable insights and presents them through Power BI dashboards. The primary objectives are data cleaning, calculated field creation, and the visualization of key metrics.

**Folder Structure**

The repository is organized as follows:

- `Data/`: Contains the raw and cleaned datasets used in the analysis.

- `Scripts/`: Contains the Python script for data cleaning and any other relevant scripts.

- `PowerBI/`: Includes the Power BI files for the created dashboards.

**Data**

The project utilizes a dataset with the following columns names:

1. SalesDate

2. StockDate

3. OrderNumber

4. ProductKey

5. OrderLineItem

6. OrderQuantity

7. ReturnDate

8. ReturnQuantity

9. Prefix

10. FirstName

11. LastName

12. BirthDate

13. MaritalStatus

14. Gender

15. AnnualIncome

16. TotalChildren

17. EducationLevel

18. Occupation

19. HomeOwner

20. Sales\_Region

21. Sales\_Country

22. Sales\_continent

23. ProductSubcategoryKey

24. ProductName

25. ModelName

26. ProductSize

27. ProductStyle

28. ProductCost

29. ProductPrice

30. SubcategoryName

31. Sales\_profit

32. Duration\_in\_stock

33. Return\_duration

34. SalesYear

35. sales\_month

36. sales\_day

**Power BI Dashboards**

The Power BI dashboards in this folder is the gives clearer insight into what the business data is telling us. I have attached a pdf of the power BI dashboards created for this analysis. They are arranged in three main sections:

1. Sales Analysis Dashboard
2. Profit Analysis Dashboard
3. Customer Analysis Dashboard
4. Product Analysis Dashboard

**How to Use**

**To explore this project**:

1. Clone the repository to your local machine.

2. Explore the power BI dashboards to help you in your visuals

3. Review the data cleaning process in the in the attached Jupiter Notebook

Feel free to reach out if you have any questions or need assistance with the project.