**Power BI - 0018**

Week 2 - PB-0018 - Project 10/07/2022

**Objective:** The objective of this project is to understand the dataset (attached) using PowerBI.

It contains two tables

**1.       List of Orders**

* Order ID: ID of the Order
* Order Date: Date on which Order is placed
* Customer Name: Name of Customer
* City: City in which Customer is present
* Country: Country in which customer is present
* Region: Region of Sales
* Segment: Segment of Product
* Ship Date: Shipping date of Order
* Ship Mode: Mode of Shipping (Economy, Economy Plus, Immediate, Priority)
* State: State of Customer
* Lon: Longitude of Customer
* Lat: Latitude of Customer

**2.       Order Breakdown**

* Order ID: ID of the Order
* Product Name: Name of Product
* Discount: Discount on the Product
* Sales: Total Sales of the Product
* Profit: Profit for the Product
* Quantity: Quantity bought of Product
* Category: Category of Product
* Sub-Category: Sub Category of Product

**Problem statement**

Based on the data provided, you need to analyse the data and develop a dashboard to share insights on the data. This has below parts

1. Understand who is the audience for your dashboard and report
2. Create two reports for any two personas (e.g., CEO, Chief Marketing Office, Operations Manager etc)
3. Show KPIs on the reports you feel relevant for the Persona (e.g., Total Sales, Total Profit etc.)
4. Use visualisations like Maps to make an impactful start of the reports
5. Create Bubble Charts to showcase Profit, Sales and Quantity of various categories year wise using Play axis.
6. Use Sunburst chart to show profits at Segment, Category and Sub Category (in same hierarchy)
7. Show Top 5 products with max Gross Margin in Descending Order.
8. In point 7 make it parameterized so instead of top 5 user can select top 7 or 10 (any number)
9. In addition to Point 7 on hover over show the top 5 customers who have bought the product based on total sales.
10. Reports should have option to filter years using Timeline
11. Create a story for each of the persona
12. Use images to create a visual appeal for the reports
13. Create a landing page to give 2 options for 2 personas and each of the option takes user to a different report
14. All the visuals should be linked so they can be filtered by other charts
15. Use Slicers for filtering reports based on Category, Segment and Country
16. Use Drill Down option wherever feasible
17. Add Q&A feature to your reports
18. Publish your report online
19. Create a dashboard
20. Create a video that show the story you have created by doing screen capture. (Use any one persona) (length: 4-5 min)