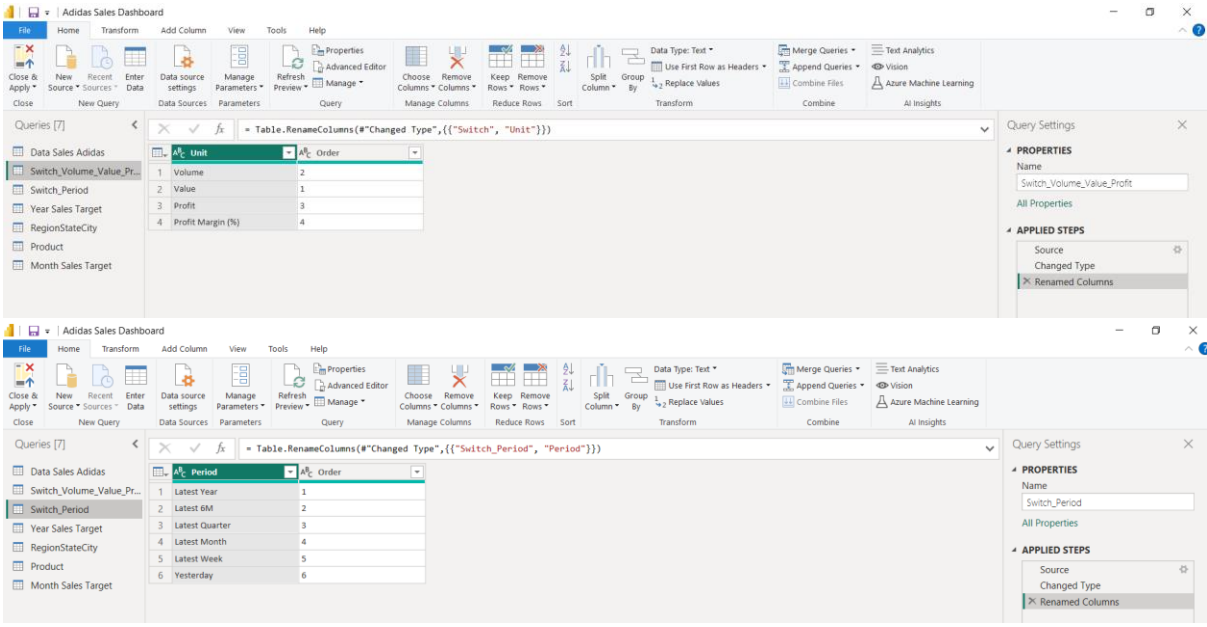
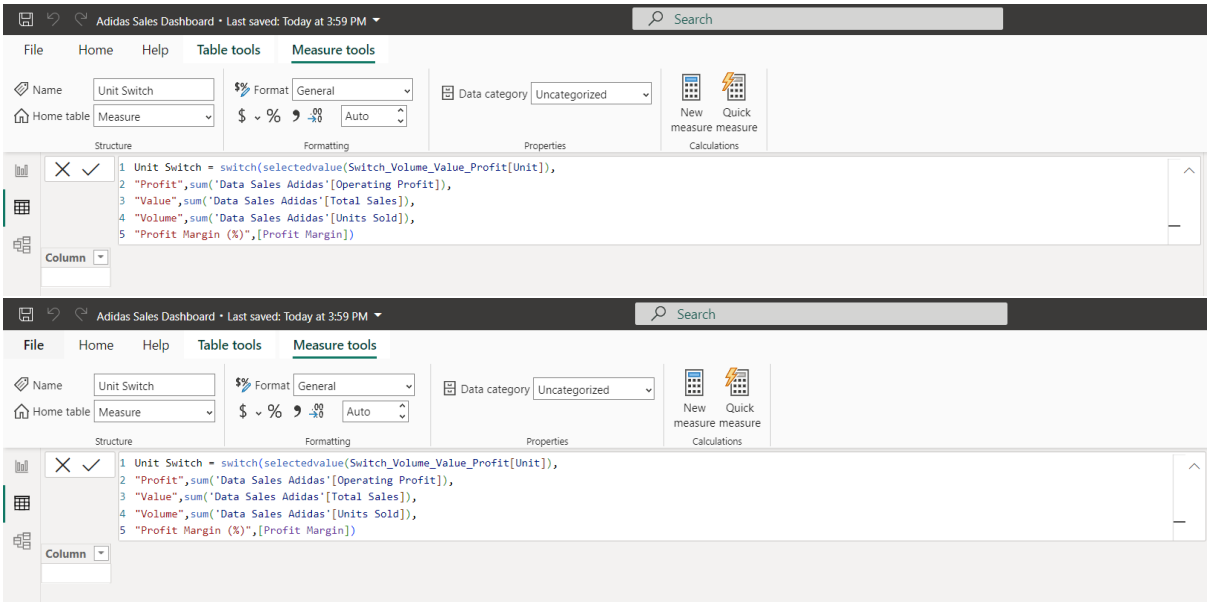
This file aims to explain the how-to of the Adidas Sales Dashboard technical highlight.

1. Views in different unit measure and period (using measure table)

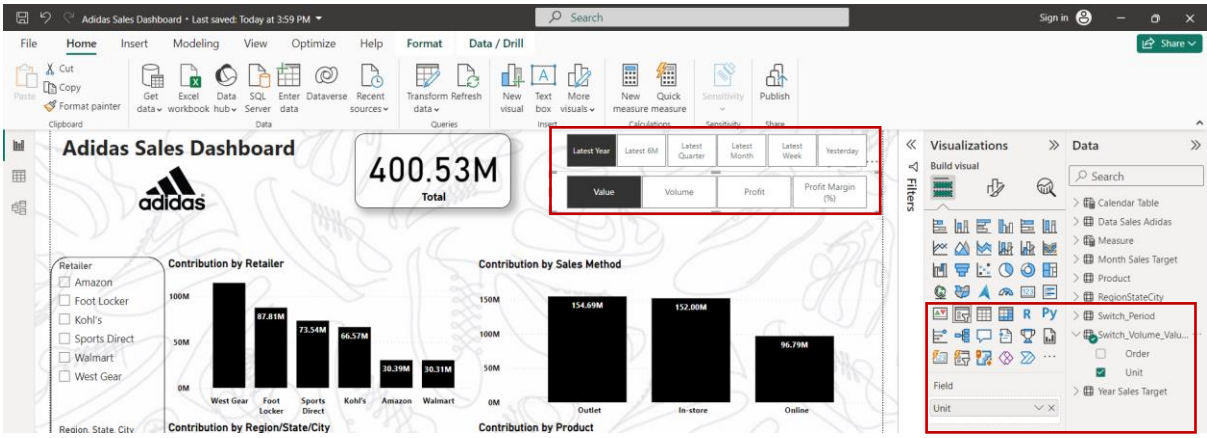
- Refer source: https://endjin.com/blog/2022/06/how-to-dynamically-switch-between-measures-in-power-bi-visuals-with-field-parameters
- Steps:
    - Create table for unit measure and period in Power Query



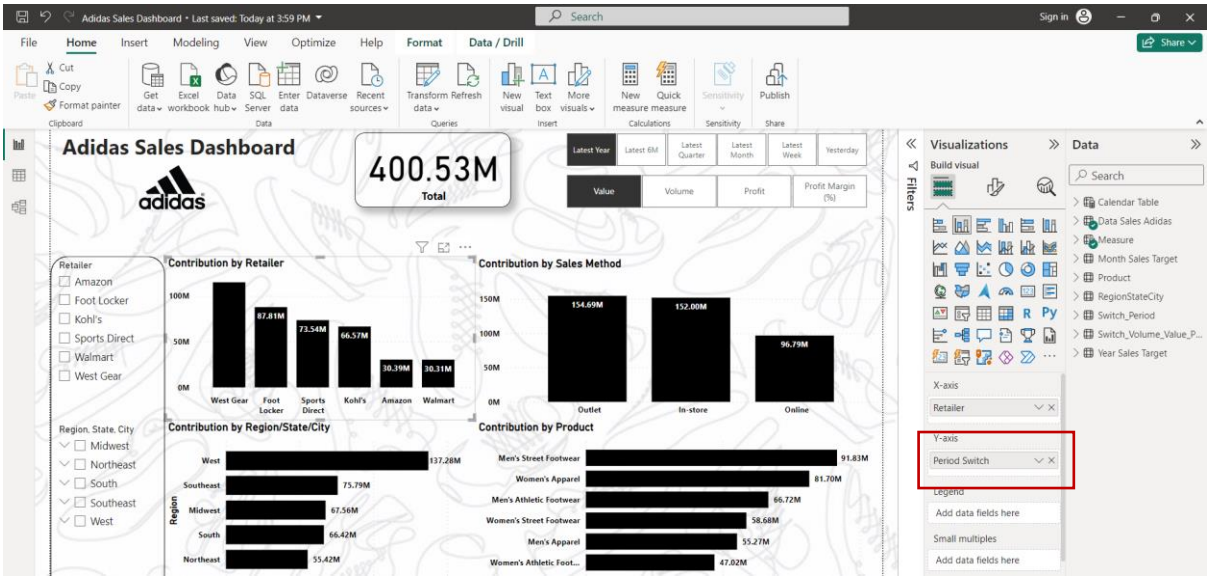
    - Create measure using DAX formula switch and selected value)



    - Create slicer in dashboard with unit column from unit table

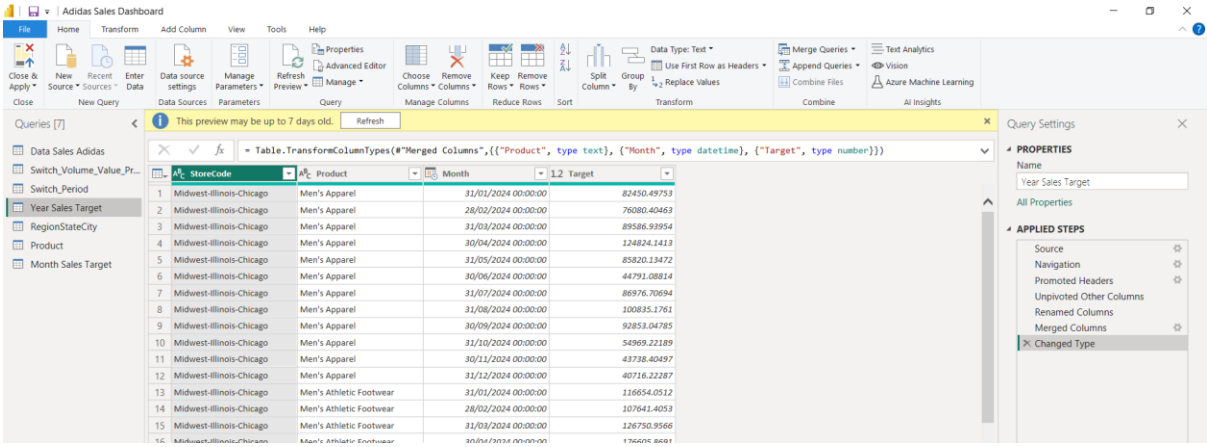


- Use the period switch measure created in step 2 for the value in graphs

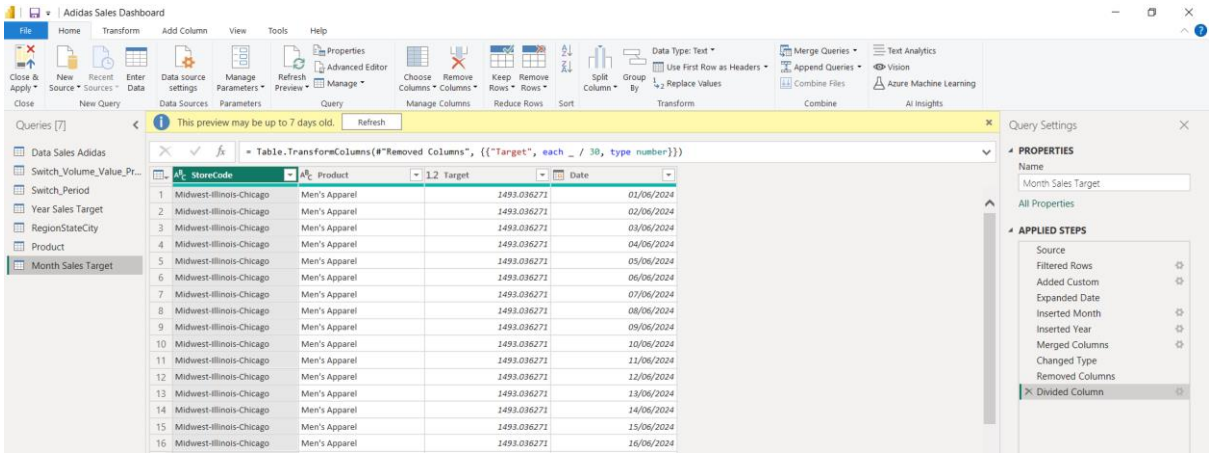


2. Model actual and target data tables

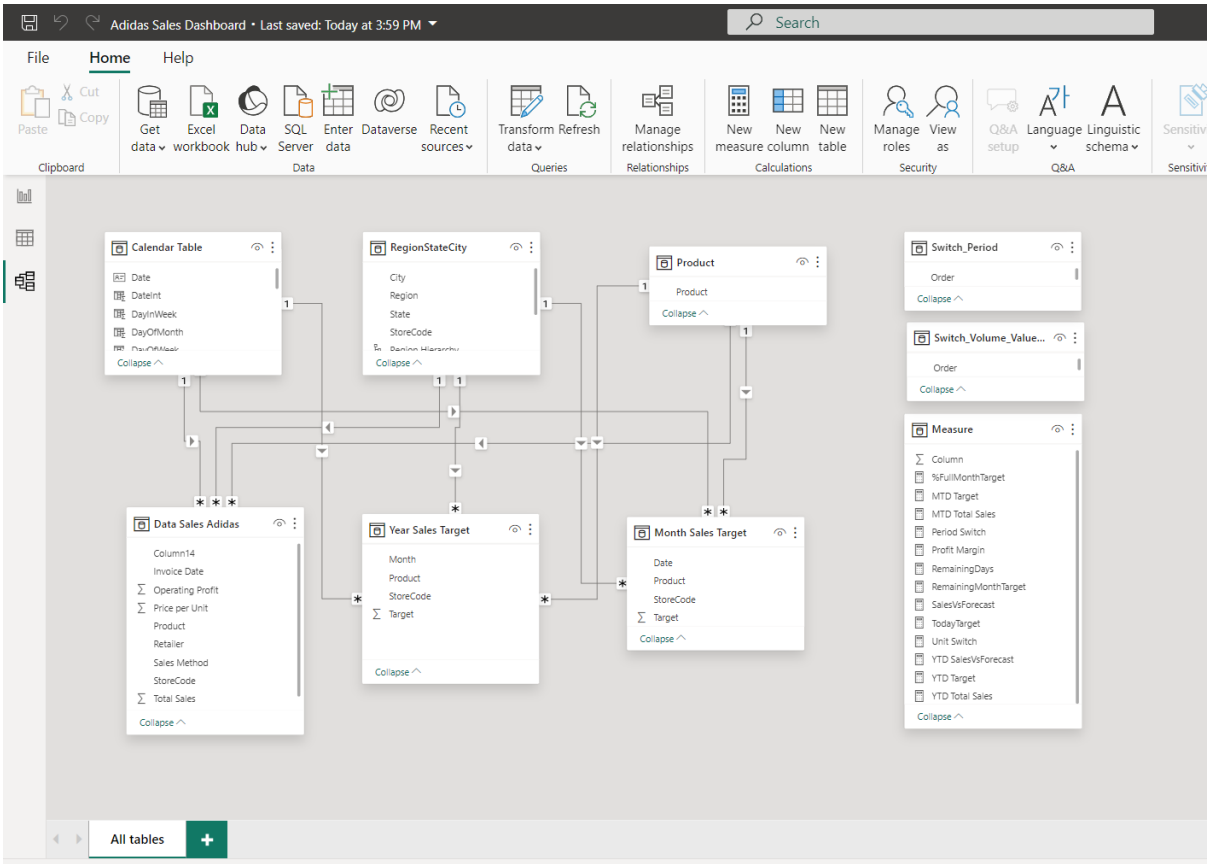
- https://databear.com/adding-targets-in-power-bi-report/
- Steps:
  - Target: clean target table into long form:
    - Monthly: each row is a store/product/month



    - Daily: each row is a store/product/day in month (split equally from the month target)



- Link data table using star schema with fact tables are Data Sales Adidas, Year Sales Target and Month Sales Target; dimensional tables are Calendar Table, RegionStateCity and Product



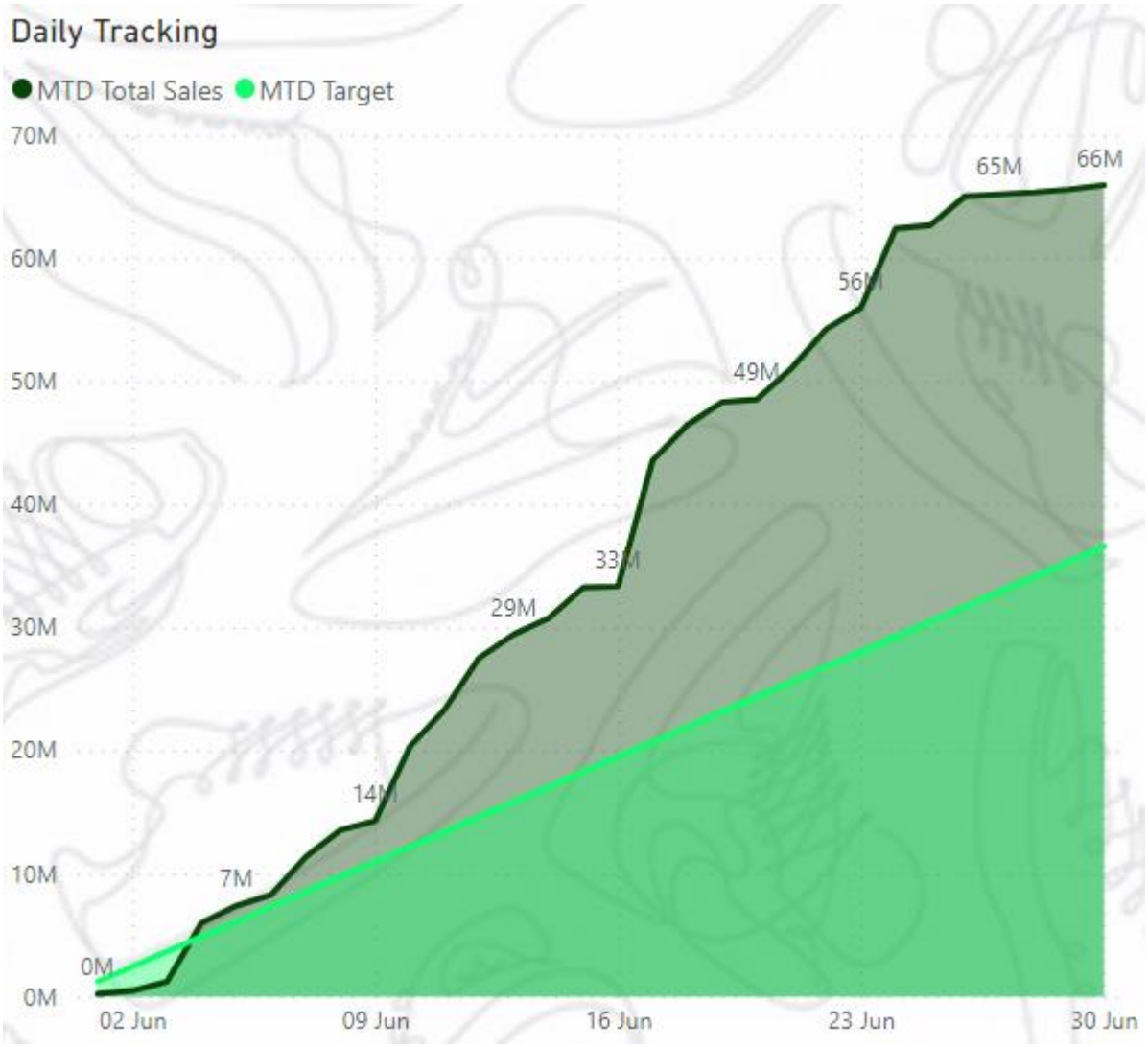
3. Combine To-date actual performance and target To-go

- Daily tracking: make use of total MTD DAX function

```
MTD Target = TOTALMTD(sum('Month Sales Target'[Target]),'Calendar Table'[Date])
```

```
MTD Total Sales = totalMTD(sum('Data Sales Adidas'[Total Sales]),'Calendar Table'[Date])
```

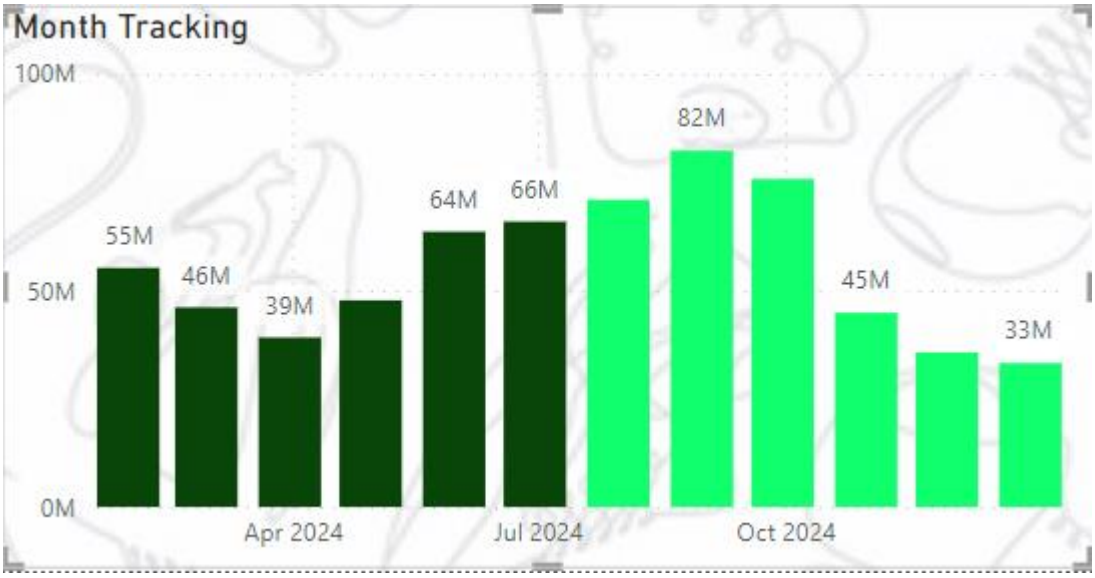
Area chart result:



- Month tracking: column chart with actual monthly sales and coming month target: extract last sales date and use the result in if conditions

```
SalesVsForecast =
var LastSalesDate =
calculate(
    max('Data Sales Adidas'[Invoice Date]),
    all('Calendar Table'[MthYear])
)
var Result =
if(
    max('Calendar Table'[MthYear]) > LastSalesDate,
    sum('Year Sales Target'[Target]),
    sum('Data Sales Adidas'[Total Sales])
)
return
Result
```

Bar chart result:



- Year target progress: Use YTD DAX function for YTD target; Use SUMX to calculate running total of month tracking

```
1  YTD Target = totalYTD(sum('Year Sales Target'[Target]),'Calendar Table'[Date])
```

```
1  YTD SalesVsForecast =
2  SUMX(FILTER(ALLSELECTED('Calendar Table'[MthYear]),'Calendar Table'[MthYear]<=MAX('Calendar Table'[MthYear])),[SalesVsForecast])
```

Area chart result: