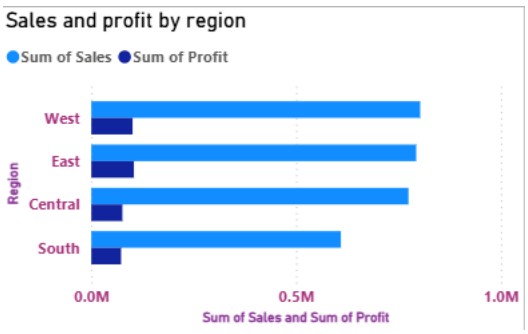
Task 2

Initially I have loaded the dataset into Power Bi and then with help of **Star schema** i divided the table into different **dim tables** according to the categories and one **fact table**

The kPI's of dataset are

1. **Sum of sales (1.10M)** : Total revenue generated from all the orders
2. **Sum of profit (132.03K)** : Total profit generated from sales
3. **Count of Order ID (5.009K)** : Total no of orders placed by customers
4. **Count of Customer ID (5.009K)** : Total no of customers who placed orders

Sales and profit by region



- The **west region** has **highest** number of sales which is of **0.80M** and its profit margin is same when compared with east region which is **0.10M**

- The **south region** has **least** number of sales which is of **0.61M** and its profit margin is **0.07M**

Sales and Profit by city

- The **New York City** has **highest** number of **sales** which is of **0.36M** and its **profit** margin is of **0.06M**

- There are **few cities** like Cambridge , Lebanon , Irvin ….etc which are running on **Break even point**

- The city **Burlington** has obtained a huge amount of **loss** when compared to all cities which is of **0.05M**

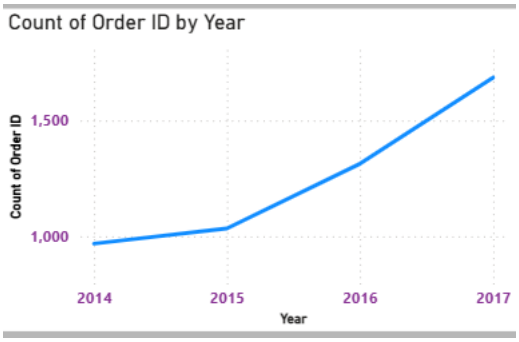
Sales and quantity by category

- Office supplies has highest quantity which is of 12k but its sales margin least when compared to other categories which is of 0.35M
- Furniture has higher sales margin when compared with Office supplies which is of 0.37M and its quantity is 4k
- Technology category has highest number of sales 0.38M and its quantity is 3k

Sales and Profit by state

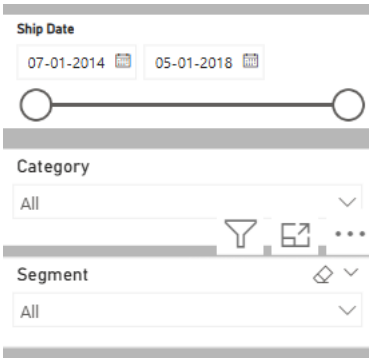
- **California** state has **highest** number of **sales** which is of **0.6M**
- **Vermont** state has **least** number of **sales** which is of **0.03M**

Count of Order Id by Year



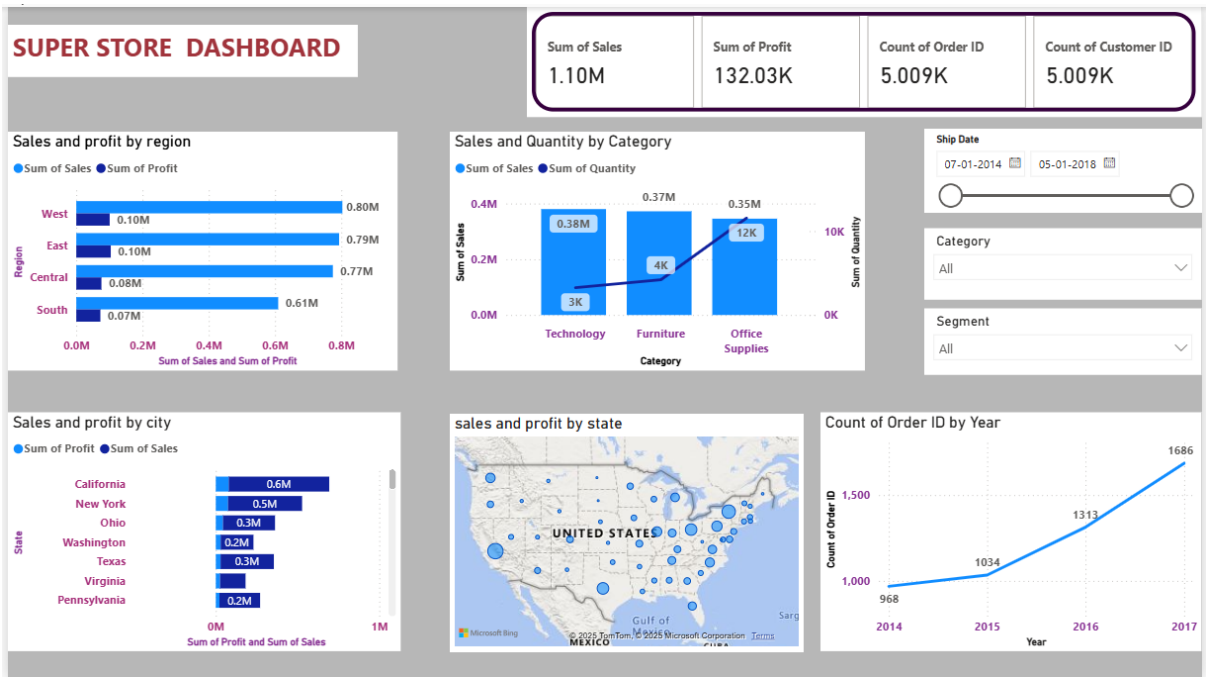
- Year **2017** has highest number of **orders** which is of **1.68k**
- Year **2014** has least number of **orders** which is of **968**

Slicers



- The three **slicers** here (ship date , category , segment) used to **filter data** in the above charts **dynamically**

The Output of super store dashboard



- **Clustered bar chart** shows the **comparision** between **sales and profit** by region
- **Stacked bar chart** shows **sales and profit** contributed **amongst whole**
- **Line and Stacked column chart** shows **sum of sales and quantity** by category
- **Bubble map** shows **sales and profit** by **state**
- **Line chart** shows **no of orders** by **year**