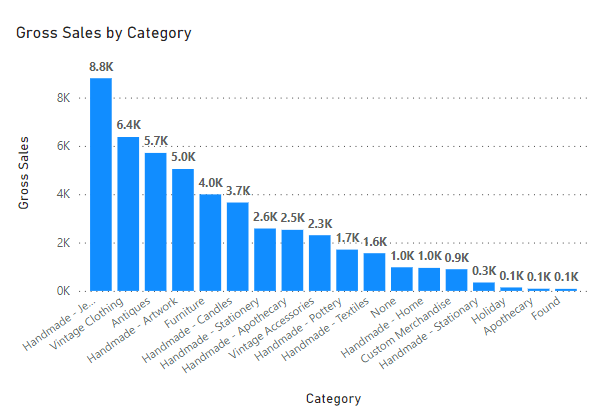
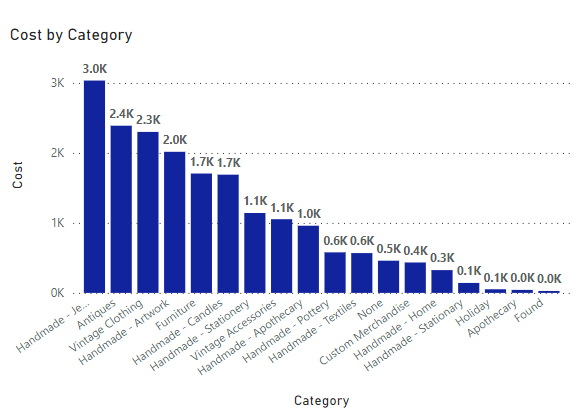
PowerBI Case Study

Q1: Understanding category having highest Gross sales.

*Handmade-Jewellary is having highest Gross Sales*



Q2: Cost associated with each category.

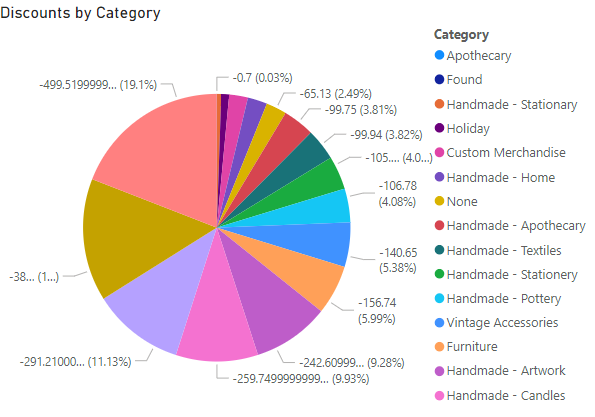


Q3: Profit margin on each category

Chart, bar chart

Description automatically generated

Q4: Discounts associated with each category.



Q5: Visualization on SKU and Category.

Chart, funnel chart

Description automatically generated

Q6: Find Out Stock Keeping Unit (SKU) in Q3 Division.

Chart, treemap chart

Description automatically generated

Q7: Creating New Measures. Relationship between two quantity columns (Gross Sales and Cost)

*I Created Profit Measure*

Profit = SUM('Sample Retail Data'[Gross Sales]) - SUM('Sample Retail Data'[Cost])

Chart, bubble chart

Description automatically generated

Q8: Extract Average Sales, Profit and Discounts on All Categories.

Chart, bar chart

Description automatically generated

Q9: Maps, Measure, Column

Map

Description automatically generated

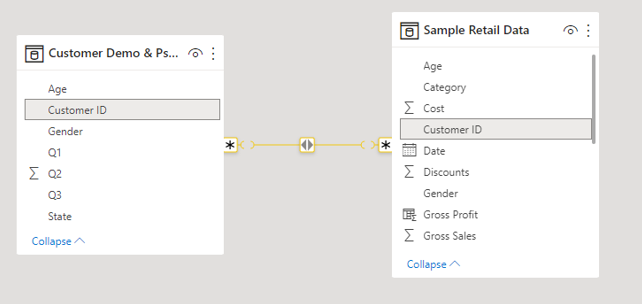
Column Creation:

Gross Profit = CALCULATE(SUM('Sample Retail Data'[Gross Sales]) - SUM('Sample Retail Data'[Cost]))

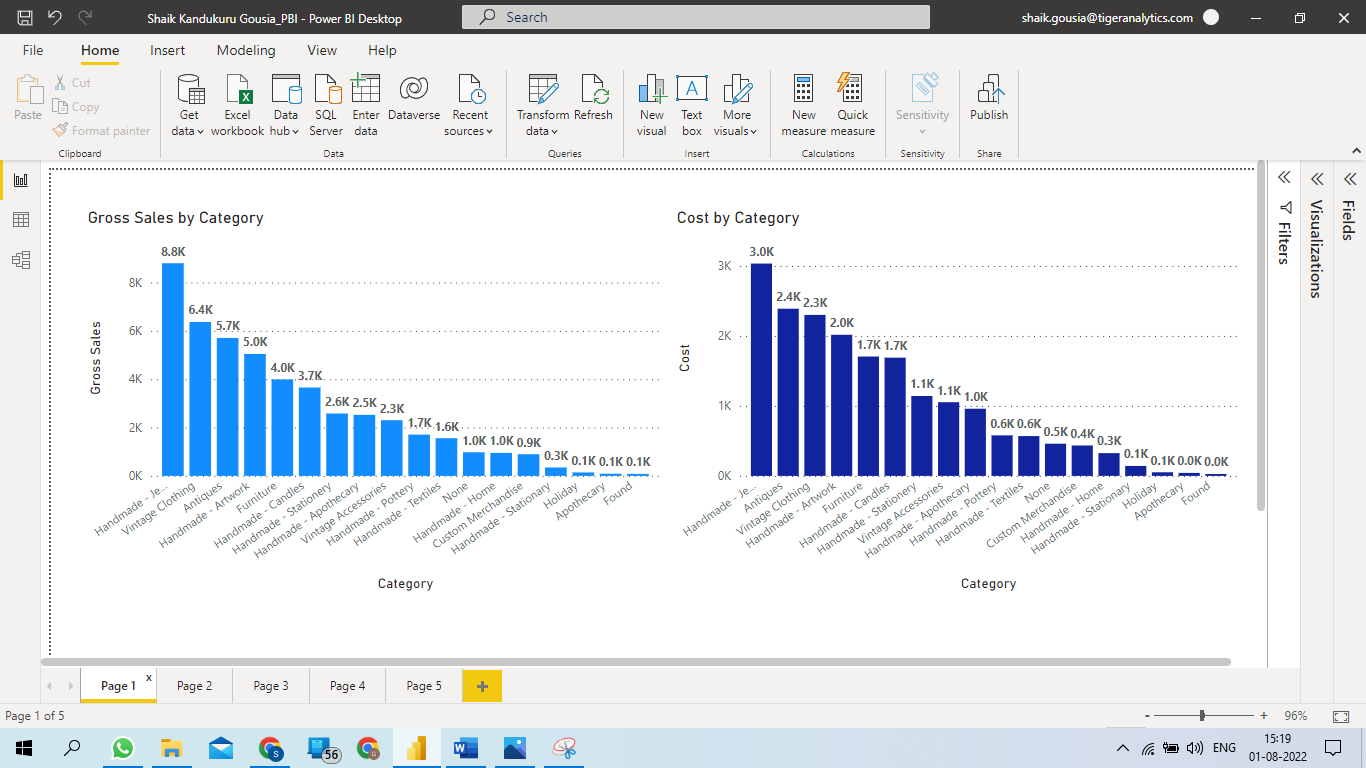
Measure Creation:

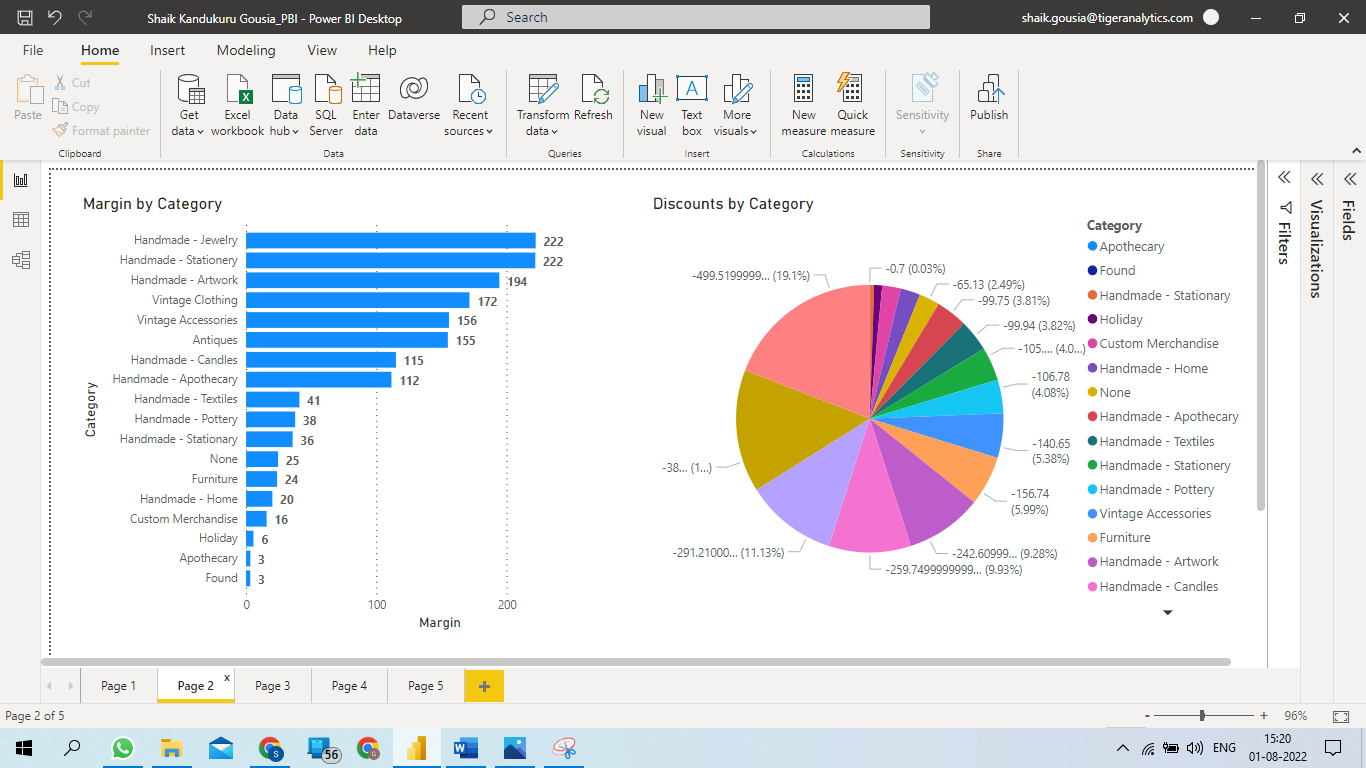
Profit = SUM('Sample Retail Data'[Gross Sales]) - SUM('Sample Retail Data'[Cost])

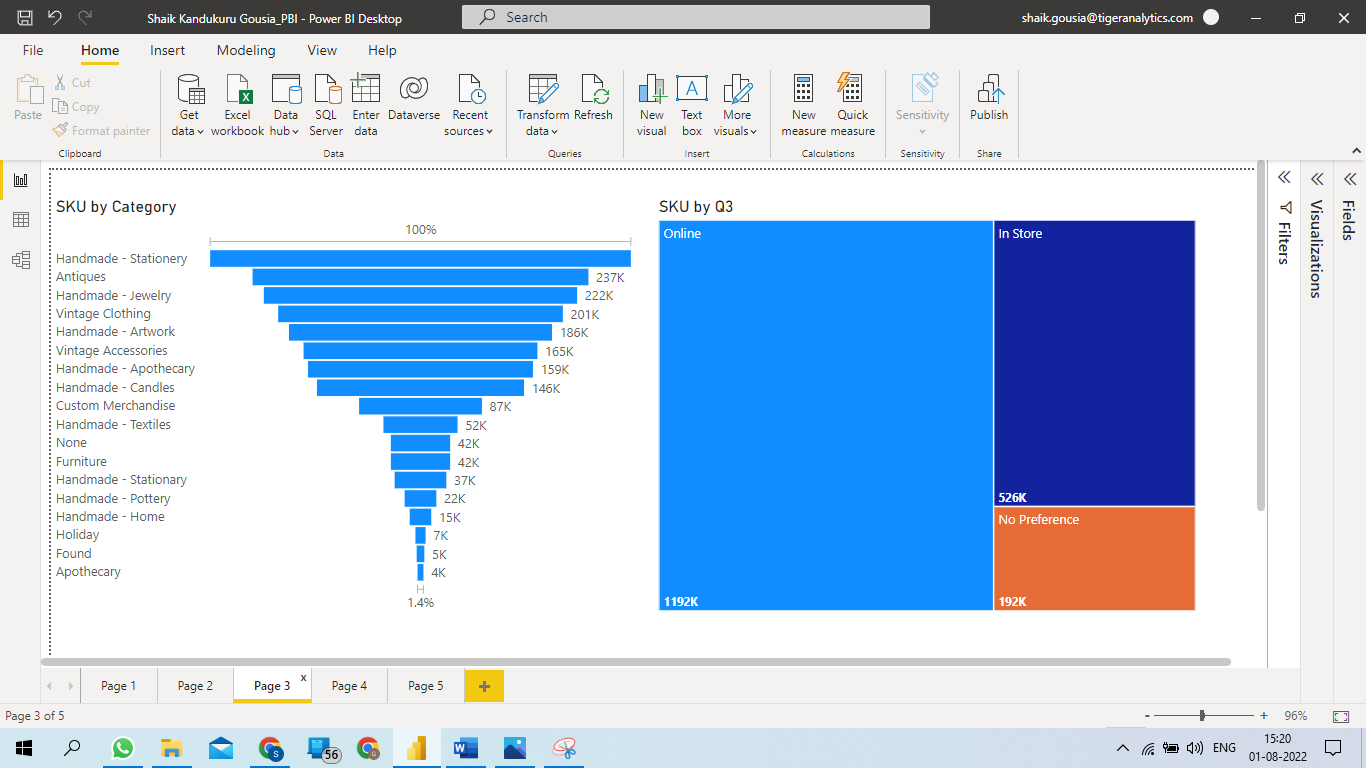
Relationship between two tables:



**Dashboard:**

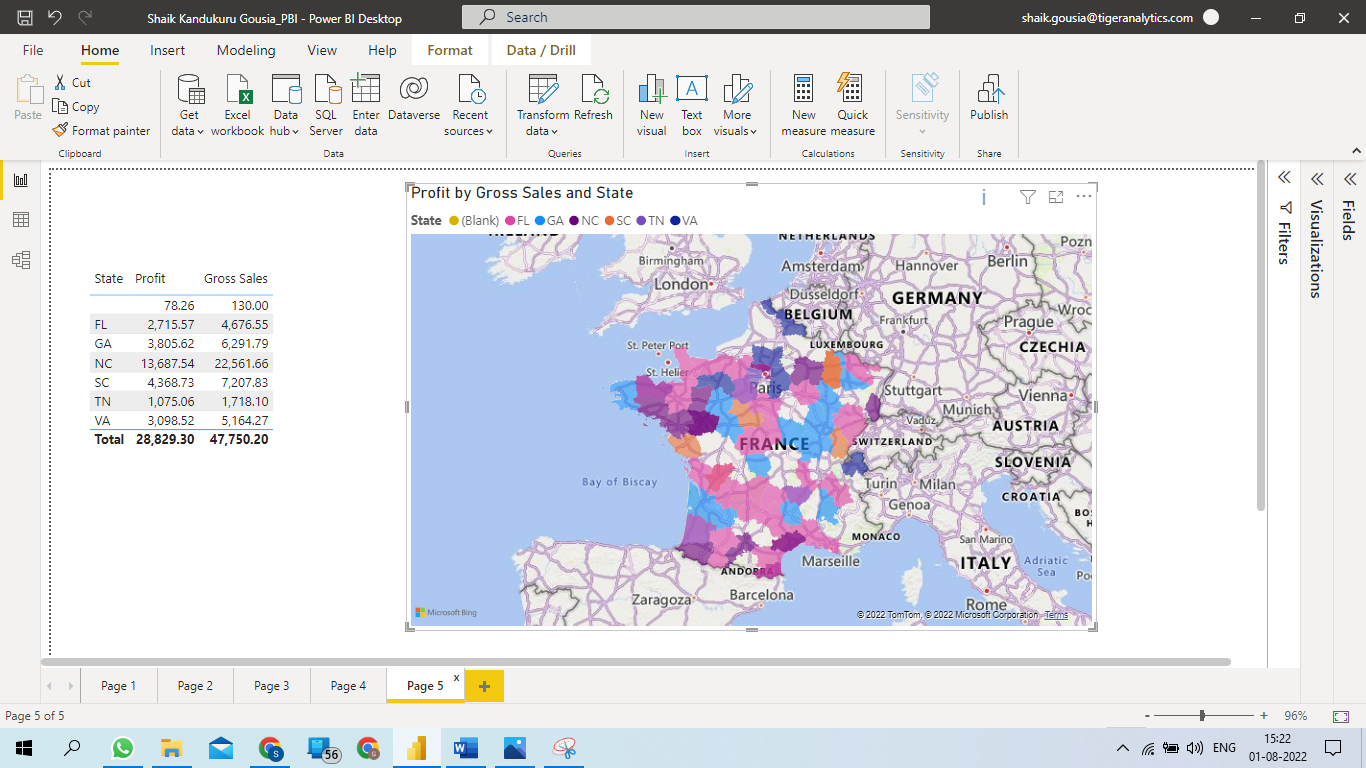
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**Graphical user interface, chart

Description automatically generated**

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