Notes:

* Make sure your visualizations answer the following questions.
* Every question may not need its own chart. Make sure you capture all the data & insights
* Group them into dashboards/stories if need be
* Create views for all data queried or imported into BI Tools
* Only include columns that will be used for analysis
* Create role playing dimensions when necessary
* Rename columns that have generic names reused in more than one table
* Avoid circular loops due to foreign keys (either in database or created by BI tool)

**TABLEAU**

**ONLINE SALES**

1.How has the online sales changed over years? Is there any interesting trend that is observed?

2.How has the online sales profit changed over years? Is there any interesting trend that is observed?

3.Does the highest sale imply highest profit? Explain with BI.

4.Create a dashboard that shows three KPI measures of your choice and compare it across the west and the east coast . Check to see if there is any interesting insights into these varying across customer demographics such as gender and education level

5.What are the top ten departments/brands for average sales over each year?

6.What is the contribution of these departments to the overall sale?

7.Which department attracts the maximum customers each year?

8.When was the highest YoY profit observed?

9.Does the highest selling product of 2014 belong to the same category of highest selling category? Is this the case every month?

10.List all products which have undergone a price change more than once

**POWER BI**

**STORE SALES**

1.What are the top 5 contributing departments for the total sales?

2.How does the profit margin for each of these vary?

3.How has the sales for the top department changed over the months in 2014?

4.Which department contributes to the maximum profit?

5.What is the average quantity of products bought in each category, subcategory?

6.How much of the sales does the top product contribute to its dept, category & sub category?

7.Which department has the best sales in the east coast? Is it the same on the west coast?

(You can select what states you want to categorize as east & west )

8.Which department has the most expensive products? How many of these products are sold every year?

9.What category contributes to the maximum profit earned each year?

10.How does sales of the cheapest department vary across states?

**QLIK**

**SALES QUOTA & STRATEGY PLAN ANALYSIS:**

Facts used: FactSalesQuota, FactStrategyPlan, FactSales

Scenario: Budget, Forecast, Actual (from FactSales)

1. Compare Budget, Forecast & Plan by product or Product Category
2. By store
3. By geography
4. What department deviated the most from its forecasted sale for MA in 2014?

**REJECT ANALYSIS:**

Reject row counts & type of rejects

1. By Source Tables
2. By region SOR

**INVENTORY ANALYSIS:**

1. Inventory Costs by channel and time
2. Rank inventory costs by
   1. Product Category & Subcategory
   2. Country & State
   3. Stores
3. Contribution analysis – inventory cost by
   1. Product
   2. Store