

JADA Second Stage Interview Task

Scenario

A customer has requested help from JADA. They are looking for the BI team to pull together a PowerBI dashboard which they can take directly to their board to show how they are doing against their KPIs.

They are required to show the time between 1st March 2020 – 28th Feb 2021. They will need to present their findings quickly and comprehensively so have requested that the results be condensed to one overview page.

The customer has provided you with a raw extract of sales data in Excel format which they downloaded from the company's ERP system, as well as a list of the performance KPIs (in the table below) they need to show. Unfortunately, your client is uncontactable therefore any gaps in the data will need to be worked around or highlighted.

Your BI Manager and team lead have requested you present the PowerBI dashboard before it is signed off to go to the client. The presentation should last around 20 minutes. This should include presenting the dashboard as well as the reasoning for your choice of visualizations and layout; an overview of the method used to make the data usable; any suggestions you have that could automate/improve this process in the future; any questions you would go back to the client with were they available.

KPIs

Net Sales:	Customers:	Products Sold:
Total	Total customer count	Total 9ltr Volume
Variance by month	Variance by month	<i>(9ltr or 9 litre is used as a measure of volume; it represents a standard case of 12 x 75cl bottles of wine)</i>
Top 5 Customers by Net Sales	Number of lost and gained accounts over the year	Average cost per 75cl bottle per customer

Notes for the candidate:

- Please submit your .pbix file by email to azeez@jadasquad.com before the interview, along with the source data file
- Please do all calculations and data manipulation in PowerBI (the excel source file should stay untouched)