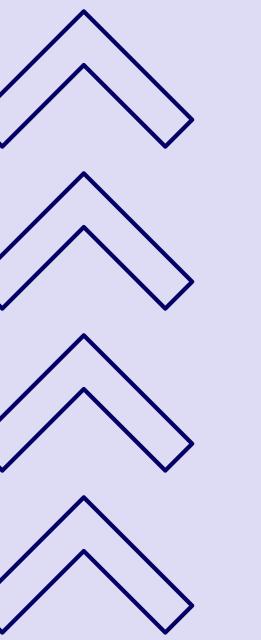


# ADVENTURE WORKS ANALYSIS



# TODAY'S AGENDA

1 Team Members

2 Summary of Project

3 KPI List

4 Excel Dashboard

5 Power BI Dashboard

6 Tableau Dashboard

7 MySQL Queries

8 Suggestions

9 Key Take Away



# OUR TEAM



- Mohammed Jaffar Sadiq
- Mehraj Ahmed
- Dhawan

# SUMMARY

- This project analyzes the Adventure Works dataset using Excel, Power BI, Tableau, and MySQL for a comprehensive business performance review.
- Background data cleaning, appending, merge, data modelling
- Line Chart, Bar chart, column chart, pie chart and donut chart
- Added KPIs, Charts, Slicers/Filters, Filter reset etc

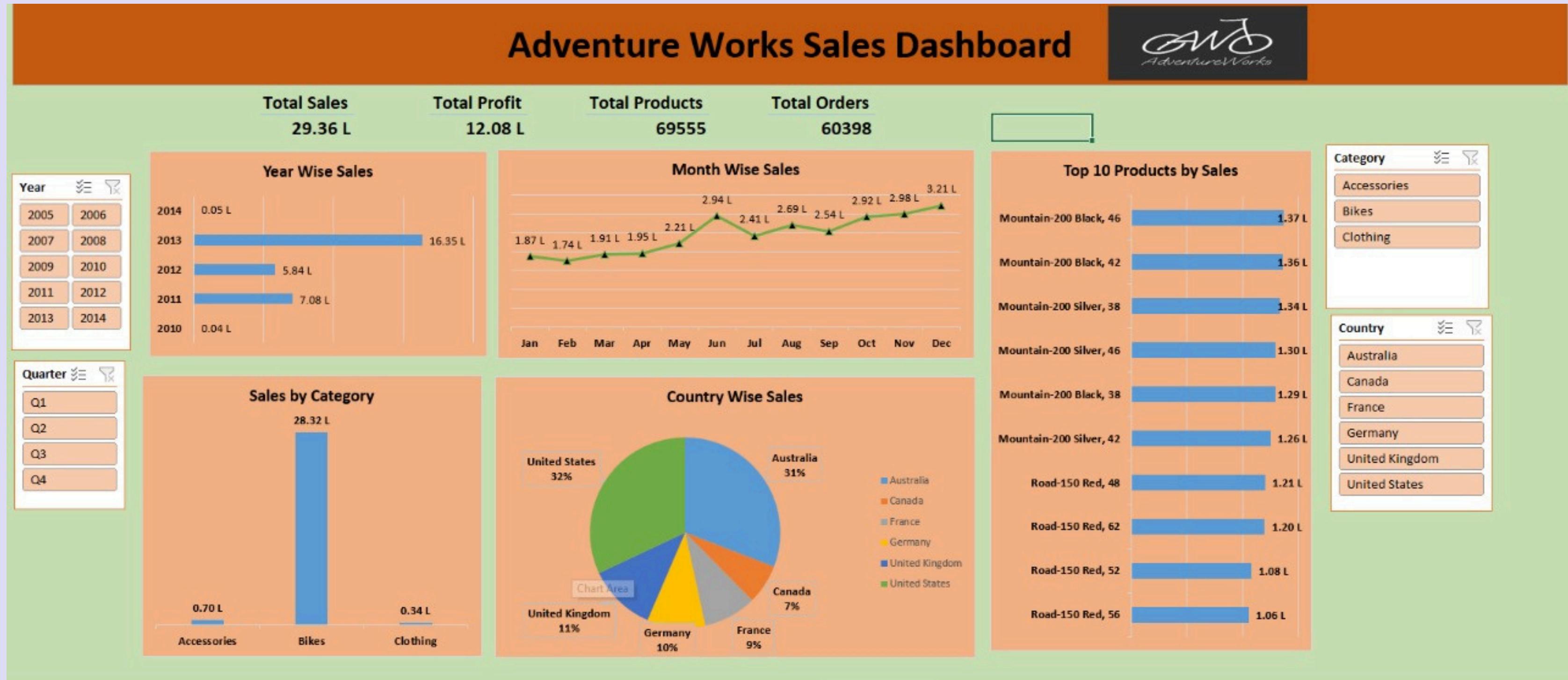


# KPI LIST

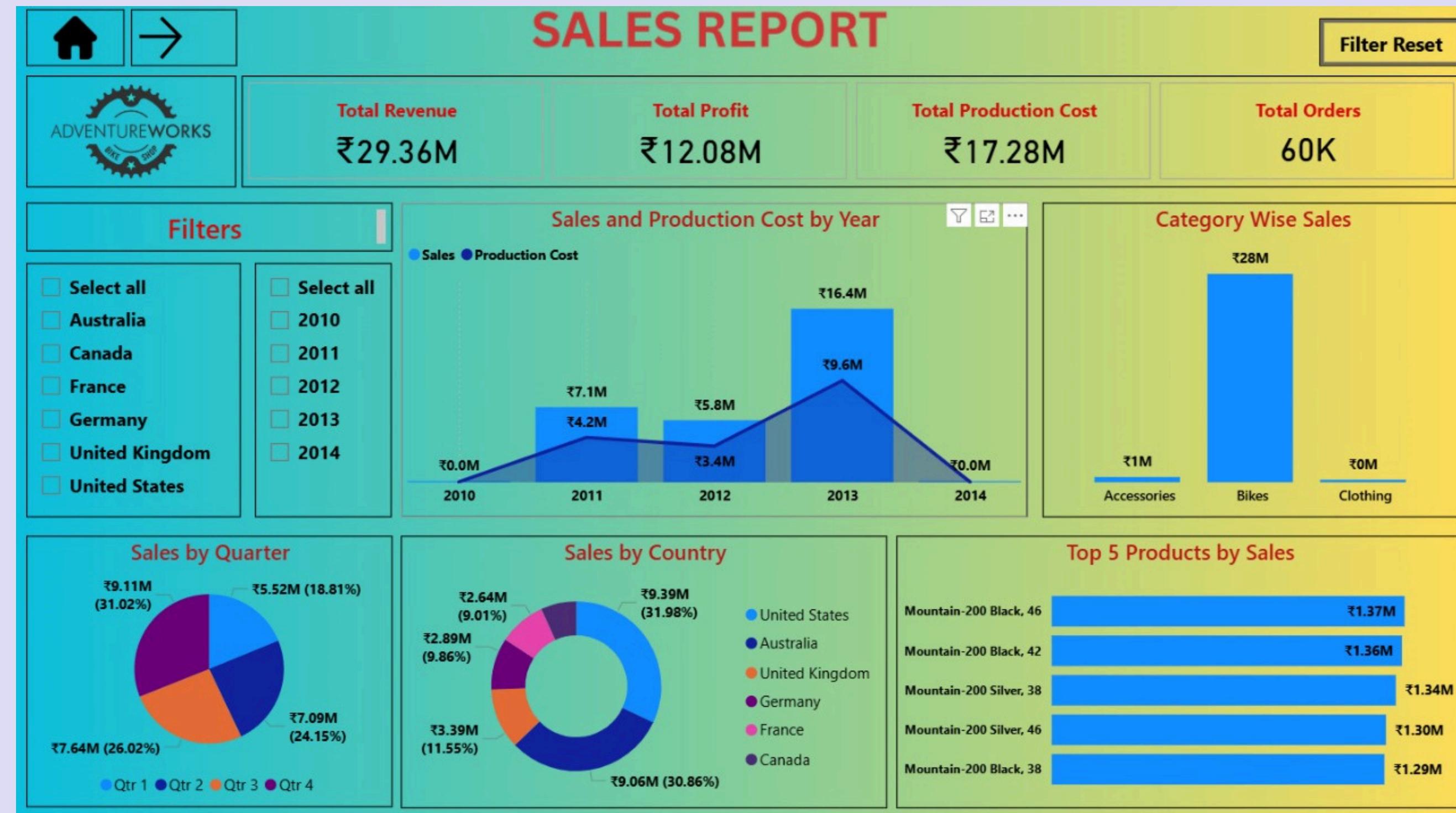
- Total Sales
- Total Profit
- Profit Margin
- Total Production Cost
- Total Orders



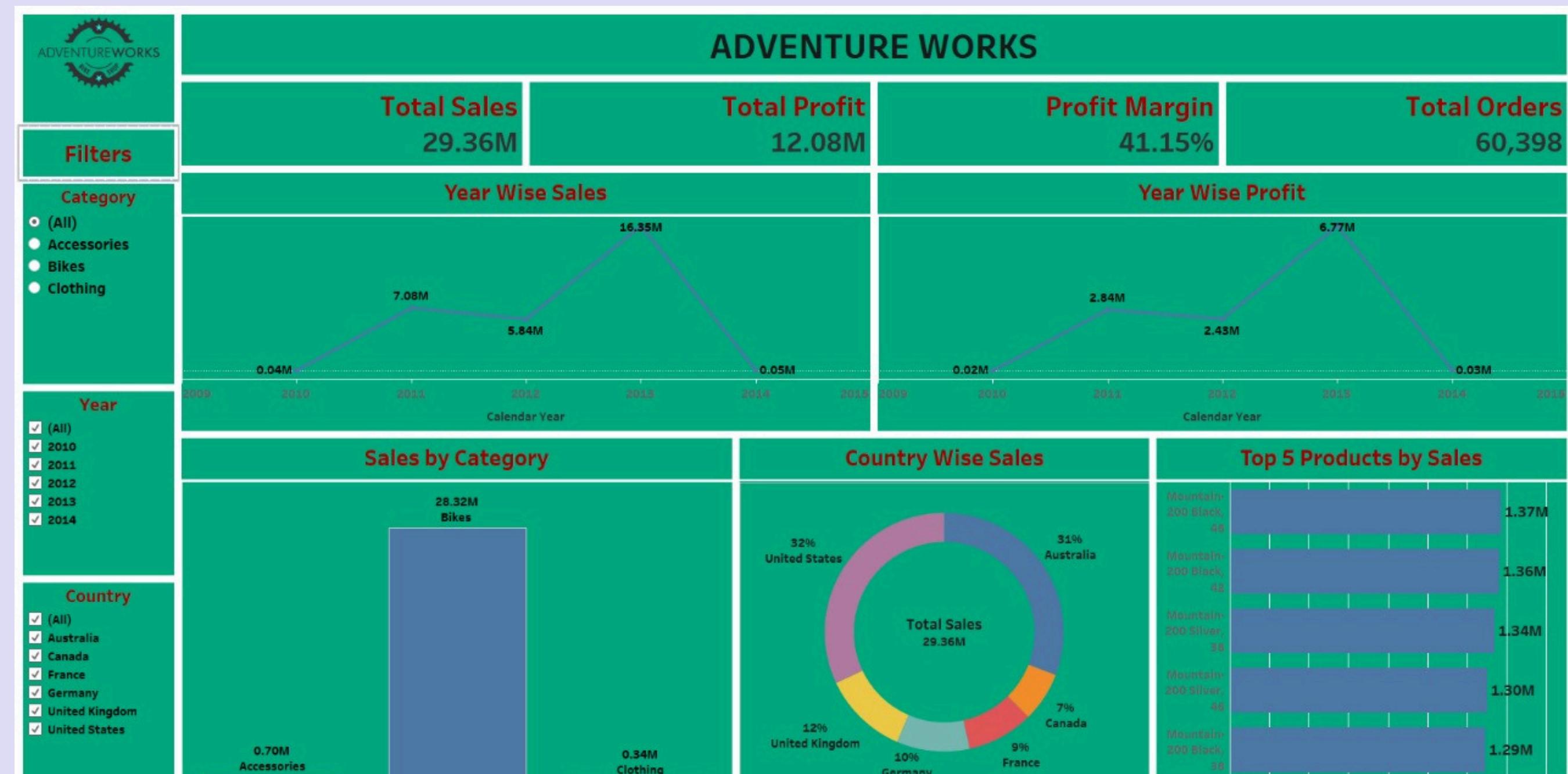
# EXCEL DASHBOARD



# POWER BI DASHBOARD



# TABLEAU DASHBOARD



# MYSQL

File Edit View Query Database Server Tools Scripting Help

Navigator

SCHEMAS

Filter objects

adventureworks

- Tables
- Views
- Stored Procedures
- Functions

classicmodels

customers\_orders

excelr\_afternoon

joins

sakila

sample2

schooldb1

Adventureworks

1 #Create Database Adventureworks

2 • create database adventureworks;

3 • use adventureworks;

4

Action Output

#	Time	Action
1	14:20:01	use adventureworks

Output

16

17 • select \* from master\_sales;

18

19 #Merge Products Tables

20

21 • CREATE TABLE master\_products AS

Result Grid | Filter Rows: Export: Wrap Cell Content:

ProductKey	OrderDateKey	DueDateKey	ShipDateKey	CustomerKey	Promotion
353	20121231	20130112	20130107	11345	1
537	20121231	20130112	20130107	11345	1
581	20121231	20130112	20130107	20982	1
490	20121231	20130112	20130107	20982	1
225	20121231	20130112	20130107	20982	1
380	20121231	20130112	20130107	22822	1
540	20121231	20130112	20130107	22822	1
378	20121231	20130112	20130107	25793	1
529	20121231	20130112	20130107	25793	1
540	20121231	20130112	20130107	25793	1
355	20121231	20130112	20130107	11407	1

master\_sales 8

Action Output

#	Time	Action
1	14:20:01	use adventureworks
2	14:20:55	select * from master_sales LIMIT 0, 1000

GPL

# MYSQL

```
175  
176      #Year wise Total Sales, Total Production Cost and Total Profit  
177  
178 • SELECT  
179      YEAR(STR_TO_DATE(OrderDateKey, '%Y%m%d')) AS SalesYear,  
180  
181      ROUND(SUM(UnitPrice * OrderQuantity * (1 - UnitPriceDiscountPct)), 2) AS  
182      ROUND(SUM(ProductStandardCost * OrderQuantity), 2) AS TotalProductionCost
```

<

Result Grid | Filter Rows:  Export: Wrap Cell Content:

	SalesYear	TotalSalesAmount	TotalProductionCost	TotalProfit
▶	2010	43421.04	25572.06	17848.97
	2011	7075525.93	4231462.19	2844063.74
	2012	5842485.2	3414478.17	2428007.03

```
100  
167      #Total Sales, Production Cost and Profit  
168  
169 • SELECT  
170      ROUND(SUM(UnitPrice * OrderQuantity * (1 - UnitPriceDiscountPct)), 2) AS TotalSalesAmount,  
171      ROUND(SUM(ProductStandardCost * OrderQuantity), 2) AS TotalProductionCost,  
172      ROUND((SUM(UnitPrice * OrderQuantity * (1 - UnitPriceDiscountPct)) - (ProductStandardCost * OrderQuant  
173      FROM 
```

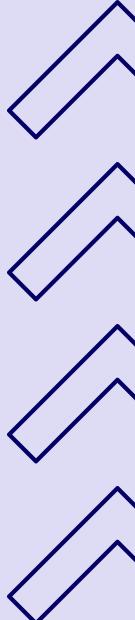
<

Result Grid | Filter Rows:  Export: Wrap Cell Content:

	TotalSalesAmount	TotalProductionCost	TotalProfit
▶	12961432.16	7671512.42	5289919.74

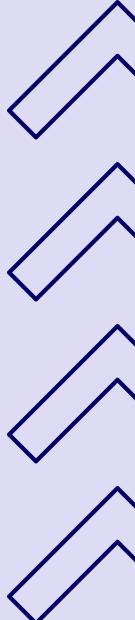
# SUGGESTIONS

- Automate data refresh processes to keep dashboards and reports always up-to-date.
- Integrate predictive analytics to forecast future sales and profit trends for better strategic planning.
- Enhance interactivity by adding drill-down capabilities in Power BI and Tableau for category-to-product level analysis.
- Standardize data formatting and naming conventions across all tools to ensure consistency.



# KEY TAKE AWAYS

- KPIs like Total Revenue, Total Profit, and Profit Margin give a clear view of financial health.
- Visualizations revealed year-wise trends, top-performing products, and strong regional markets.
- Multi-tool analysis across Excel, Power BI, Tableau, and MySQL provides a well-rounded business intelligence approach.
- The project demonstrates the value of combining data modeling, visualization, and storytelling for better decision-making.



# CONCLUSION



**THANK YOU**