

Assignment Overview: EU Superstore Power BI Project

Objective: This assignment aims to assess your proficiency in Power BI, focusing on communication skills, analytical skills, DAX programming, and visualization with high UI/UX standards. You are required to create a comprehensive Power BI report using the Sample EU Superstore dataset.

Deliverables:

1. **Power BI Report (.pbix file):** This report should include:
 - Data Model: Properly structured data model with relationships and calculated columns/measures.
 - Design KPIs: Create KPIs relevant to the business.
 - DAX Calculations: Implement at least five complex DAX measures that demonstrate your analytical capabilities,
 - Visualizations: Create a dashboard that effectively communicates the insights derived from the data. Ensure the use of high UI/UX principles, including appropriate use of color, layout, and interactive elements.
 - Analytical Storytelling: Use the report to tell a coherent story based on your analysis of the data. Focus on key business insights that would be valuable for decision-makers.
2. **Video Presentation (MP4 format, 5-10 minutes):**
 - **Introduction:** Briefly introduce the objective of your report and the business questions you aimed to answer.
 - **Walkthrough:** Demonstrate your report, explaining the insights gained from each visual and the rationale behind your design choices.(decision outcome), please note you have to pitch the importance of the visual for decision-making processes.
 - **Conclusion:** Summarize the key findings and their potential business impact.

Assessment Criteria:

- **Communication Skills (25%):** Clarity, structure, and effectiveness of the video presentation. Ability to convey insights and explain complex concepts.
- **Analytical Skills (25%):** Emphasis will be provided on design thinking, Understanding business problems, and solving business problems through Data visualization, Special emphasis is provided on how you choose KPIs for the business needs.

- **DAX Programming (25%):** Accuracy, complexity, and efficiency of DAX calculations, for creating KPI's
- **Visualization and UI/UX (25%):** Design quality, usability, and adherence to UI/UX best practices in the Power BI report.

Instructions:

- Use the Sample EU Superstore dataset for your analysis.
- Ensure your report is easy to navigate and accessible to a wide audience.
- Your video should be clear and concise, focusing on how your report adds value to a business context.
- Here is the Sample EU Superstore dataset.
https://docs.google.com/spreadsheets/d/1D0neYNAd6AnUdEposbtb2Imma_s600Hmn1N3s1ZLfX8/edit?usp=sharing
- <https://vimeo.com/> Use this website for Video Presentation. And share the link on Google Forms.
- Also, share the PBIX file using the Google Drive link or Dropbox link in the same Google Forms.
- **Note:** Give Public access to the Video link and PBIX File if not your resume will get rejected.
- To avoid plagiarism and assess your analytical thinking we have kept this assignment open-ended.

Submission:

- Upload the .pbix file and the video in MP4 format to the provided submission platform by [insert deadline date].
- Name your files as follows: **FirstName_LastName_EU_Superstore.pbix** and **FirstName_LastName_EU_Superstore.mp4**.
- For Submission, you have 48 hours. From the time you received this Assignment.
- Here is the Google Form Link where you can submit the recording and Assignment
<https://forms.gle/BwJk5aypLec6bZgm9>

Good Luck!

This assignment will challenge your technical and communication skills, pushing you to create a professional-grade Power BI report with real-world relevance.