## Steps followed for this end-to-end Power BI Project (ETL)

### **1) Gathered Data**

### **2) Power Querry – Data Extract, Transform & Load**

### **3) Created a Date Table**

### **4) Created Data Model in Power BI Desktop**

### **5) Develop Reports in Power BI Desktop**

* Created Slicers – **Date, City, Product, and Channel**
* Created Dax measures.
* Created Visuals:  
  1) Sales by Product and Comparing it with last year’s Sales.  
  2) Sales By Month and Comparing it with last year’s Sales.  
  3) Sales of top 5 Cities  
  4) Compare Profit by channel with Previous year’s Profit  
  5) Sales By Customer and Comparing it with last year’s Sales  
  6) Create Cards for Sales, Profit, Profit Margin & Product Sold

### **6) Implemented below DAX Calculations**

I used Data Analysis Expressions (DAX) to create calculated columns, measures, and calculated tables to perform complex calculations and aggregations.   
  
//Measures Total Sales  
Sales = SUM(Sales\_Data[Sales])

//Measures Previous Year Total Sales  
Sales PY = CALCULATE([Sales], SAMEPERIODLASTYEAR(DateTable[Date]))  
  
//Diffrence Between Current Year Sales & Previous Year Sales  
Sales vs PY = [Sales] - [Sales PY]  
  
//Percentage Increase or Decrease in sales year on year (YOY%)  
Sales vs py % = DIVIDE([Sales vs PY],[Sales],0)

>> Products Sold = SUM(Sales\_Data[Order Quantity])

>> Profit = SUM(Sales\_Data[Profit])

>> Profit LY = CALCULATE([Profit], SAMEPERIODLASTYEAR(DateTable[Date]))

>> Profit Vs LY = [Profit]- [Profit LY]

>> Profit vs LY % = [Profit Vs LY]/[Profit]

>> Profit Margin = DIVIDE([Profit],[Sales],0)

>> Total Cost = SUM(Sales\_Data[Total Cost])