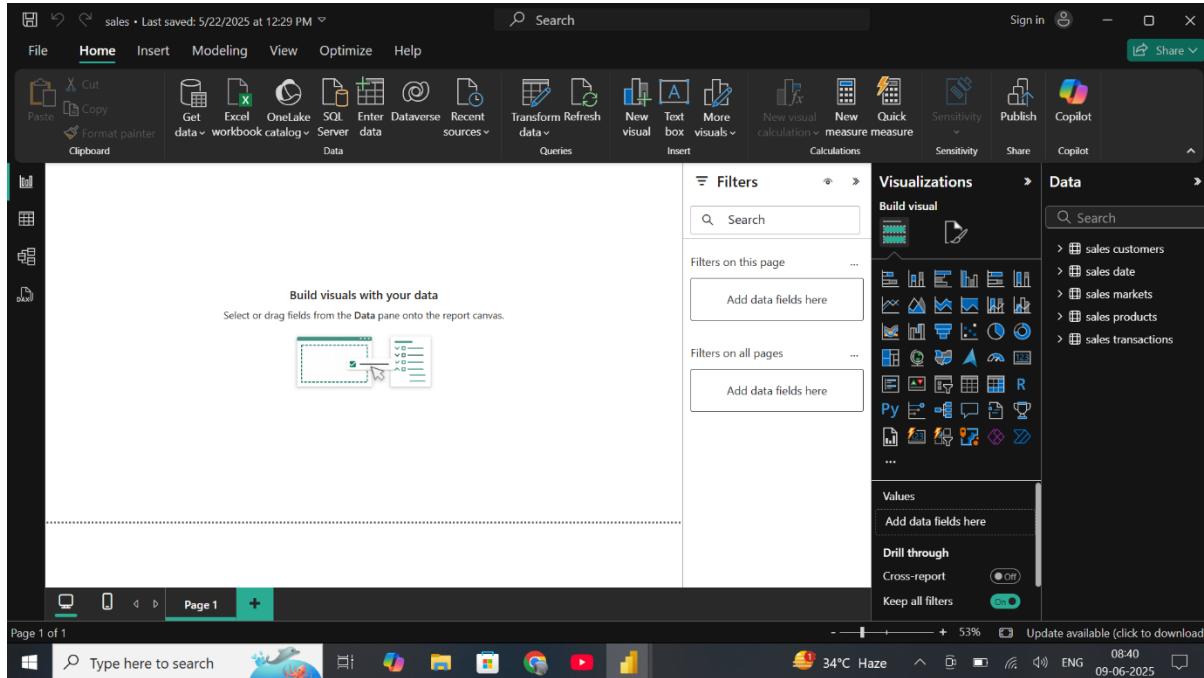
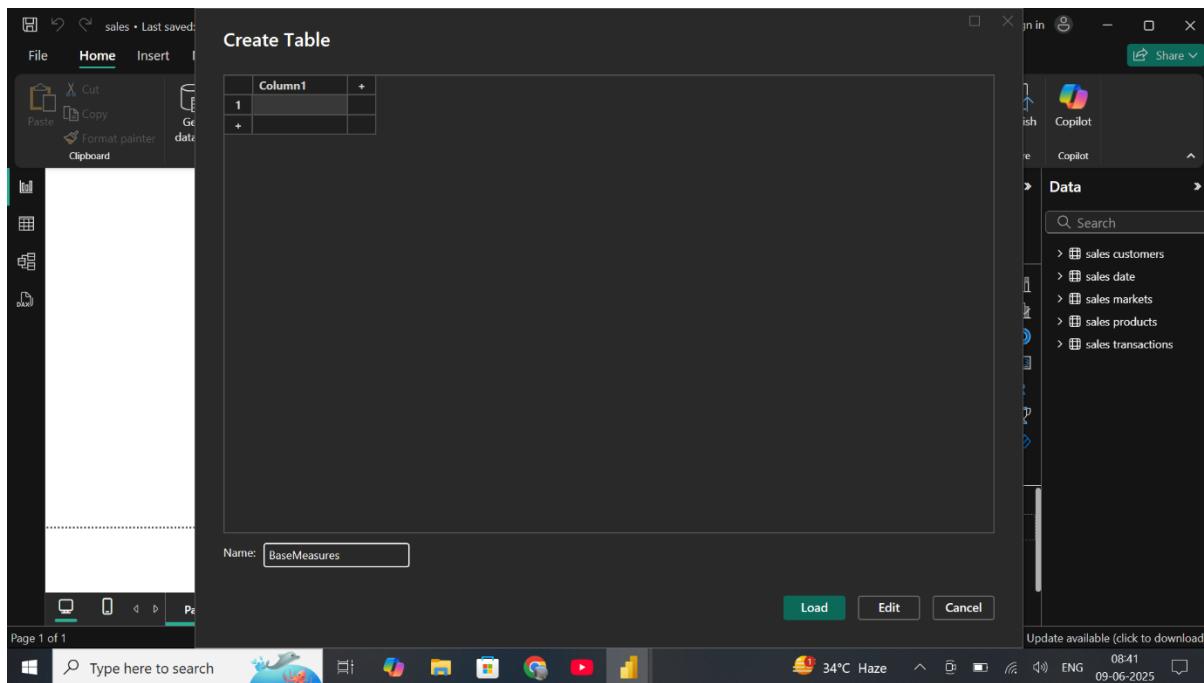


Data Visualization & Interpretation

Since we have processed our data, now we will create a Power BI dashboard to analyze our sales.



First we will create a new measure which will be a Base Measure.



We will add a Revenue table which will be the sum of total amount of transactions.

The screenshot shows the Power BI Desktop interface. The ribbon at the top has 'Table tools' selected. A new measure named 'Revenue' is being created, defined as `Revenue = SUM('sales transactions'[sales_amount])`. The 'Visualizations' pane on the right shows various chart icons, and the 'Data' pane shows the 'BaseMeasures' table with 'Revenue' listed. The status bar at the bottom indicates the file was last saved on 5/22/2025 at 12:29 PM.

Now add the Revenue table in the dashboard with the card visual

The screenshot shows the Power BI Desktop interface with the 'Home' tab selected. A card visual displays the value '1.75M' under the 'Revenue' category. The 'Visualizations' pane on the right has a 'Card' icon highlighted. The status bar at the bottom indicates the file was last saved on 5/22/2025 at 12:29 PM.

As you can see, we have our total revenue, which is 1.75 million.

Doing the same, and adding Sales Qty for the total of sales quantity, which is 2000.

The screenshot shows the Power BI desktop interface. The ribbon is set to the 'Home' tab. On the left, there are two summary cards: '1.75M Revenue' and '2K Sales City'. The main workspace is currently empty. The 'Visualizations' pane on the right displays a grid of chart icons, and the 'Data' pane shows the data model structure under 'BaseMeasures'. The system tray at the bottom indicates it's 34°C Haze, 08:51, and the date is 09-06-2025.

Now we will add two bar charts, one showing the Revenue by Market and the other showing by the Sales Oty by Market.

The screenshot shows the Power BI desktop interface. The ribbon is set to the 'Home' tab. The main workspace now displays two bar charts side-by-side: 'Revenue by markets_name' and 'Sales Qty by markets_name'. The 'Visualizations' pane on the right has a specific chart type highlighted with a red box. The 'Data' pane shows the data model structure, with the 'markets' node expanded to reveal its children: 'markets_code', 'markets_name', and 'zone'. The system tray at the bottom indicates it's 34°C Haze, 08:56, and the date is 09-06-2025.

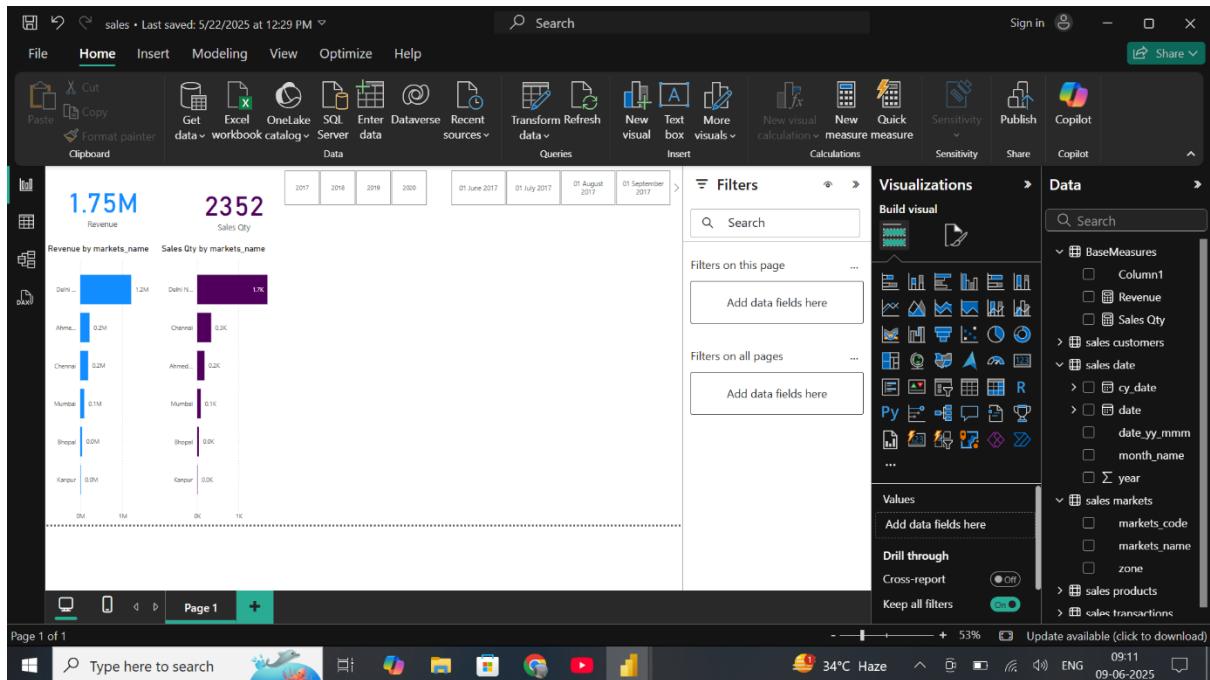
We will change the colour of the charts to show it neatly.

The screenshot shows a Power BI desktop interface with a bar chart titled "Revenue by markets_name". The chart displays revenue for various cities: Delhi (1.2M), Ahmedabad (0.2M), Chennai (0.2M), Mumbai (0.1M), Bhopal (0.0M), and Karpur (0.0M). A second chart titled "Sales Qty by markets_name" shows sales quantity for the same cities. The "Format" context menu is open on the right side of the screen, specifically the "Colors" section under "White". The "Recent colors" panel is visible, showing a grid of recent color swatches. Other options in the menu include "More colors...", "Transparency", "Border", and "Layout".

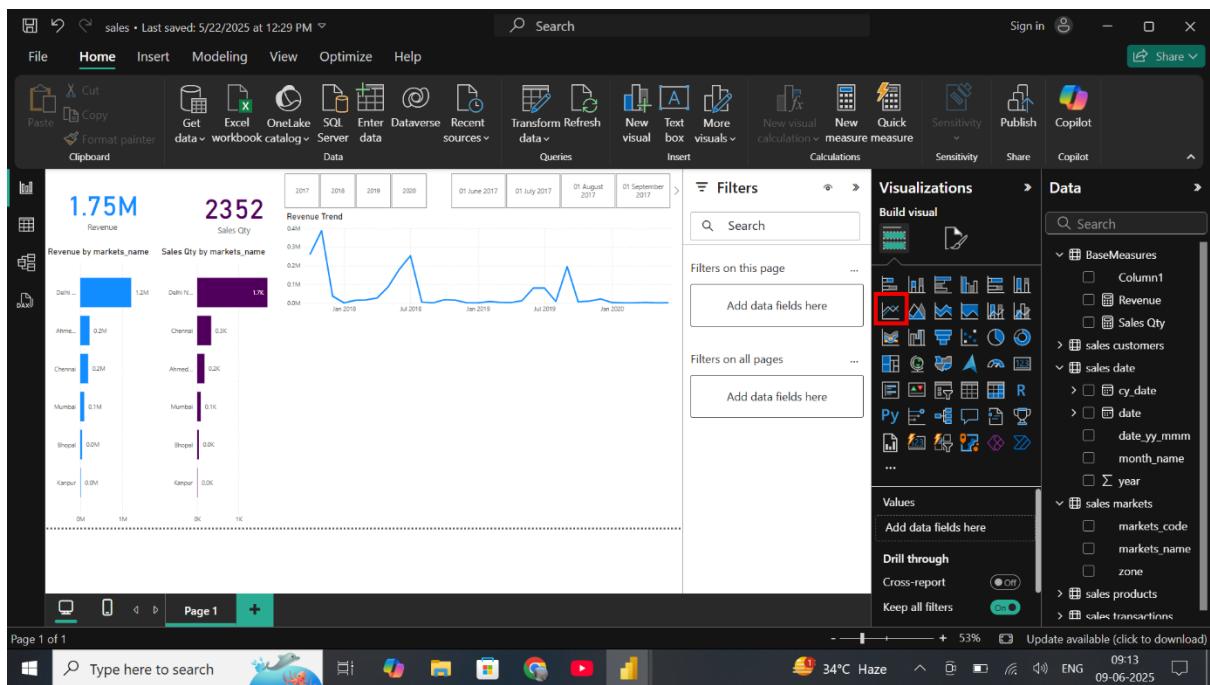
Adding a slicer which will show the years in which we have our sales.

The screenshot shows the same Power BI desktop interface as the previous one, but now with a "Slicer" visual added to the report. The slicer is located above the charts and contains four options: 2017, 2018, 2019, and 2020. The "Visualizations" context menu is open on the right, showing various visualization options like "Table", "Card", "Map", etc., with the "Slicer" option highlighted and outlined in red. The "Data" context menu is also visible on the far right. The charts show the same revenue and sales data as before.

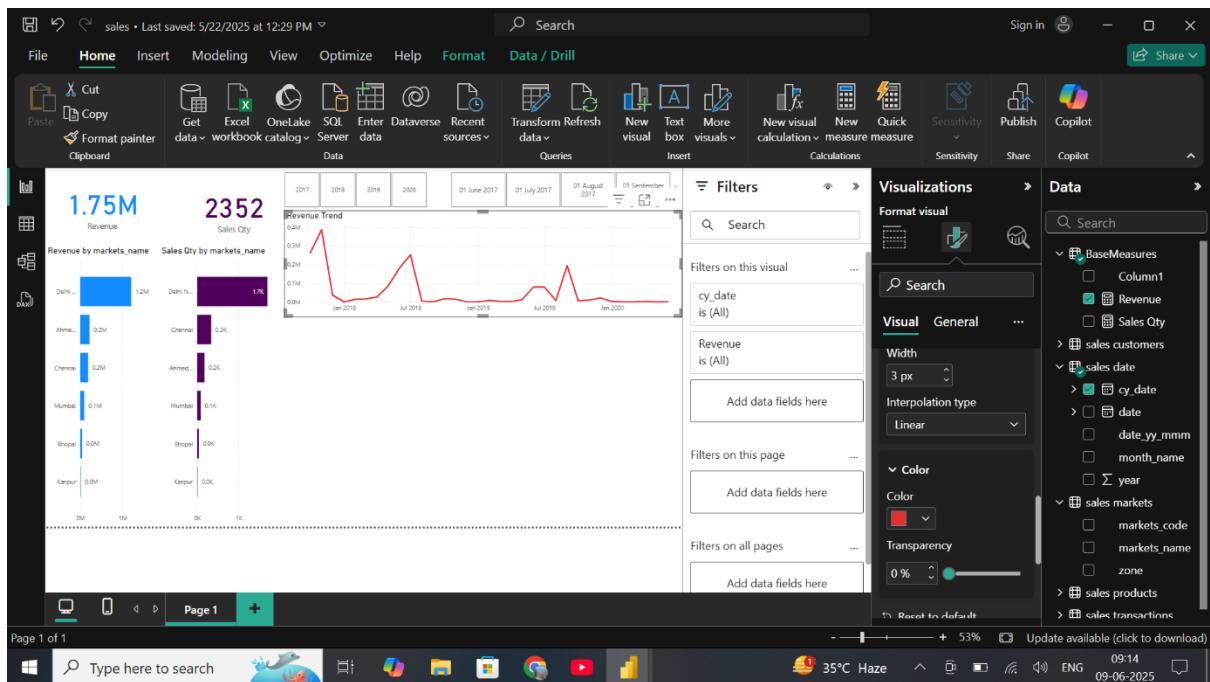
We will add another slicer to show the months.



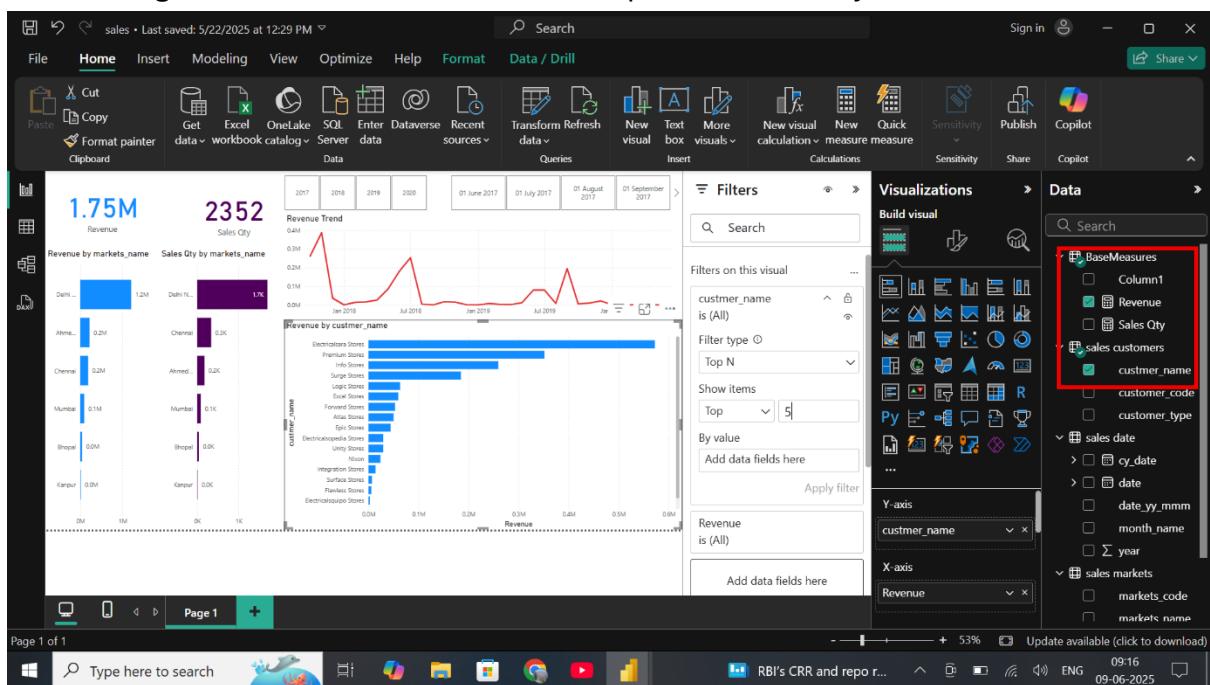
Now adding a Line Chart to show the Revenue Trend.



Changing the colour of the line chart as shown below.



Now adding another bar chart, to show the Top 5 Customers by Revenue



Changing the colour of the bar chart and filtering the customer's name by Revenue.

The screenshot shows a Power BI desktop interface with a dashboard containing several visualizations. A bar chart titled "Revenue by customer_name" displays the top 5 customers by revenue. A filter dialog box is open over the chart, specifically for the "customer_name" field. The filter settings are set to "Top N" with "Show items" set to "Top" and "5". The "By value" dropdown is set to "Revenue". The "Apply filter" button is visible at the bottom right of the dialog. The background shows other visualizations like a card for "Revenue" and "Sales City", and a line chart for "Revenue Trend". The ribbon at the top shows the "Format" tab is selected. The status bar at the bottom indicates "Page 1" and "09-06-2025".

Now add one more bar chart to show top 5 Product.

The screenshot shows a Power BI desktop interface with a dashboard containing several visualizations. A bar chart titled "Revenue by product_code" displays the top 5 products by revenue. A filter dialog box is open over the chart, specifically for the "product_code" field. The filter settings are set to "Top N" with "Show items" set to "Top" and "5". The "By value" dropdown is set to "Revenue". The "Apply filter" button is visible at the bottom right of the dialog. The background shows other visualizations like a card for "Revenue" and "Sales City", and a line chart for "Revenue Trend". The ribbon at the top shows the "Format" tab is selected. The status bar at the bottom indicates "Page 1" and "09-06-2025".

Doing the same, changing the colour and filtering.

The screenshot shows a Power BI desktop interface with a dark theme. On the left, there's a card displaying "1.75M Revenue" and "2352 Sales Qty". Below these are two bar charts: "Revenue by markets_name" and "Sales Qty by markets_name", both showing data for cities like Delhi, Ahmedabad, Chennai, Mumbai, Bangalore, and Hyderabad. To the right is a line chart titled "Revenue Trend" from Jan 2017 to Jul 2019. A "Filters" pane is open, showing a "Top N" filter for "Revenue" with "Top 5" selected. A color palette on the right allows selecting colors like Hex, Red, Green, and Blue, with "#C4E6EB" currently chosen. The status bar at the bottom indicates "Page 1 of 1" and "09:21 09-06-2025".

Now we will change the title of the bar chart as shown below

This screenshot shows the same Power BI desktop setup as the previous one, but with a red box highlighting the "Visuals" pane in the ribbon. In the "General" tab of the "Format visual" pane, the "Text" field for the bar chart has been changed from "Top 5 Customers" to "Top 5 Products". The rest of the dashboard and its components remain the same.

Since we have successfully created our Dashboard, now we analyse our sales.

The screenshot shows a Power BI dashboard titled "sales" last saved on 5/22/2025 at 12:29 PM. The dashboard features several visualizations:

- A large blue text box displays "1.75M" for Revenue and "2352" for Sales City.
- A Revenue Trend chart showing data from 2017 to 2020, with a significant dip in early 2018 followed by a recovery.
- Two bar charts: "Revenue by markets_name" and "Sales Qty by markets_name".
- Two horizontal bar charts: "Top 5 Customers" and "Top 5 Products".

The Power BI ribbon is visible at the top, and the Data pane on the right shows the data model with tables like "BaseMeasures", "sales customers", "sales date", and "sales markets".

Checking our sales for the year 2020.

The screenshot shows a Power BI dashboard titled "sales" last saved on 5/22/2025 at 12:29 PM, specifically filtered for the year 2020. The visualizations are identical to the first dashboard but reflect the 2020 data:

- A large blue text box displays "11.01K" for Revenue and "19" for Sales City.
- A Revenue Trend chart for 2020, showing a sharp decline from January to March, followed by a recovery.
- Two bar charts: "Revenue by markets_name" and "Sales Qty by markets_name".
- Two horizontal bar charts: "Top 5 Customers" and "Top 5 Products".

The Power BI ribbon is visible at the top, and the Data pane on the right shows the data model with the "year" filter applied. The status bar at the bottom indicates it's 09:22 on 09-06-2025.

Now checking for February month in the 2020 year.

The screenshot shows a Power BI desktop interface with the following details:

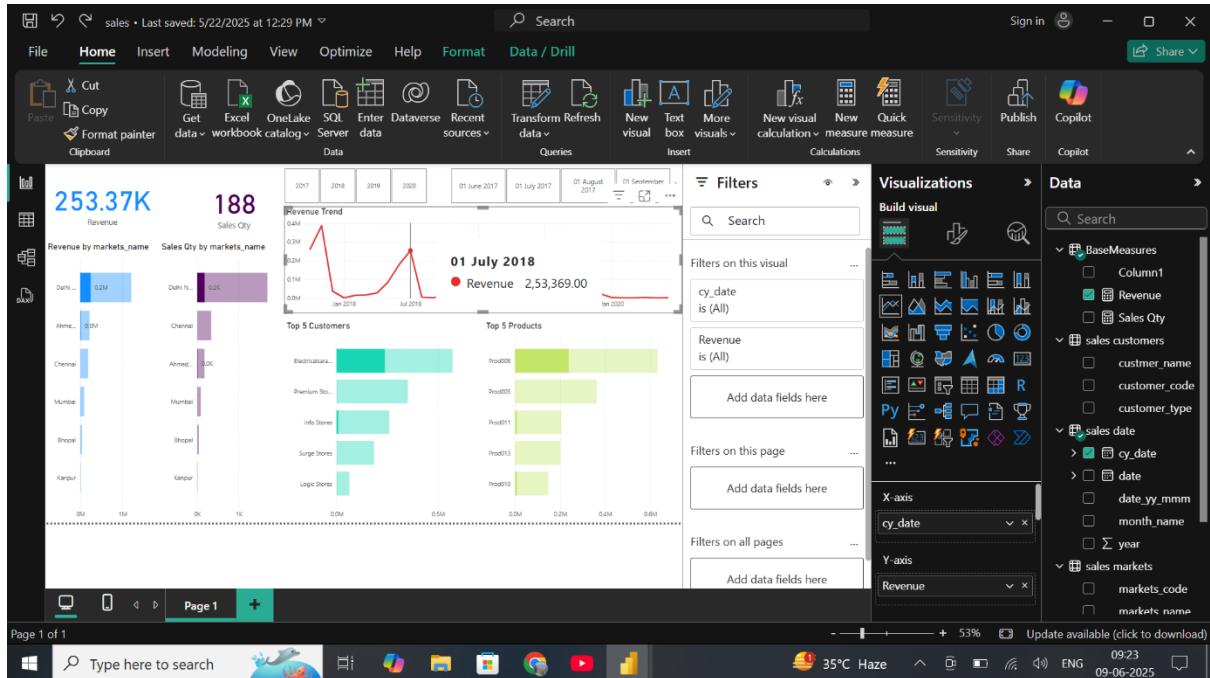
- Top Bar:** File, Home, Insert, Modeling, View, Optimize, Help, Format, Data / Drill.
- Left Sidebar:** Data, Queries, Calculations, Visualizations, Data.
- Right Sidebar:** Filters, Visualizations, Data.
- Content Area:** A dashboard featuring:
 - A large blue bar chart for Revenue with a value of 935.
 - A purple bar chart for Sales City with a value of 3.
 - A line chart for Revenue Trend from January 2020 to April 2020.
 - A section for Top 5 Customers and Top 5 Products.
- Filters Panel:** Shows filters for cy_date (is All) and year (is All).
- Data Source:** The data is derived from sales_date, sales_customers, and sales_markets tables.

Now for the year 2018.

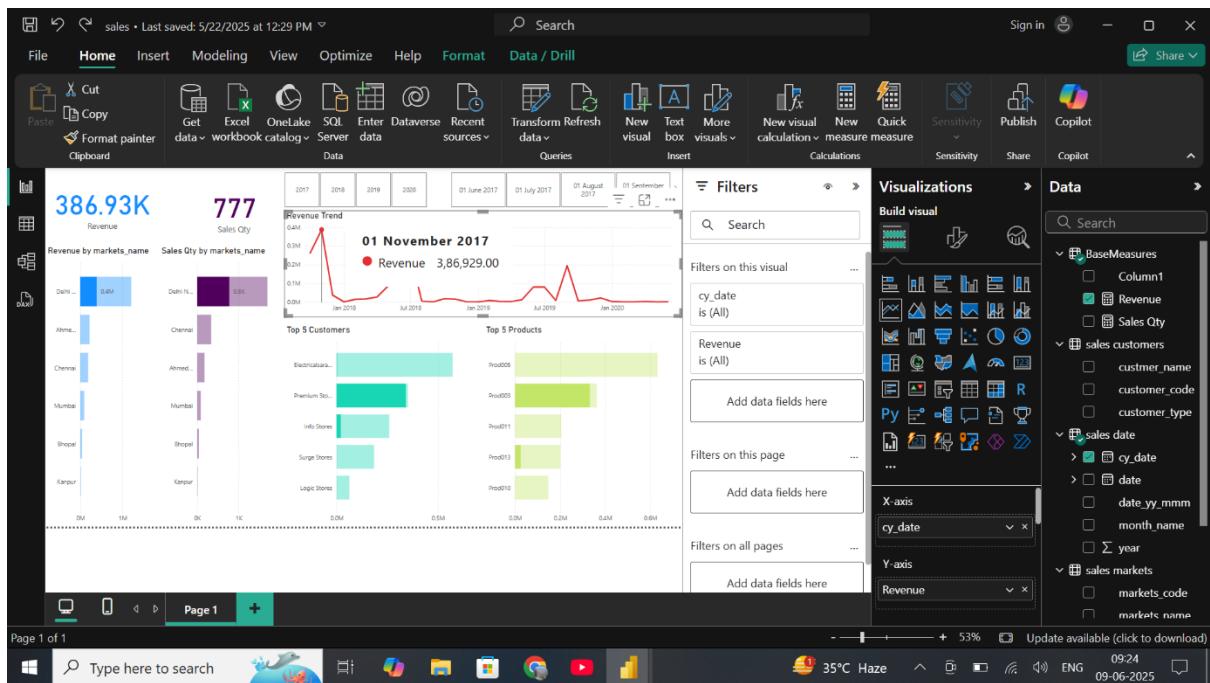
The screenshot shows a Power BI desktop interface with the following details:

- Top Bar:** File, Home, Insert, Modeling, View, Optimize, Help, Format, Data / Drill.
- Left Sidebar:** Data, Queries, Calculations, Visualizations, Data.
- Right Sidebar:** Filters, Visualizations, Data.
- Content Area:** A dashboard featuring:
 - A large blue bar chart for Revenue with a value of 621.78K.
 - A purple bar chart for Sales City with a value of 522.
 - A line chart for Revenue Trend from January 2018 to April 2018.
 - A section for Top 5 Customers and Top 5 Products.
- Filters Panel:** Shows filters for year (is All).
- Data Source:** The data is derived from sales_date, sales_customers, and sales_markets tables.

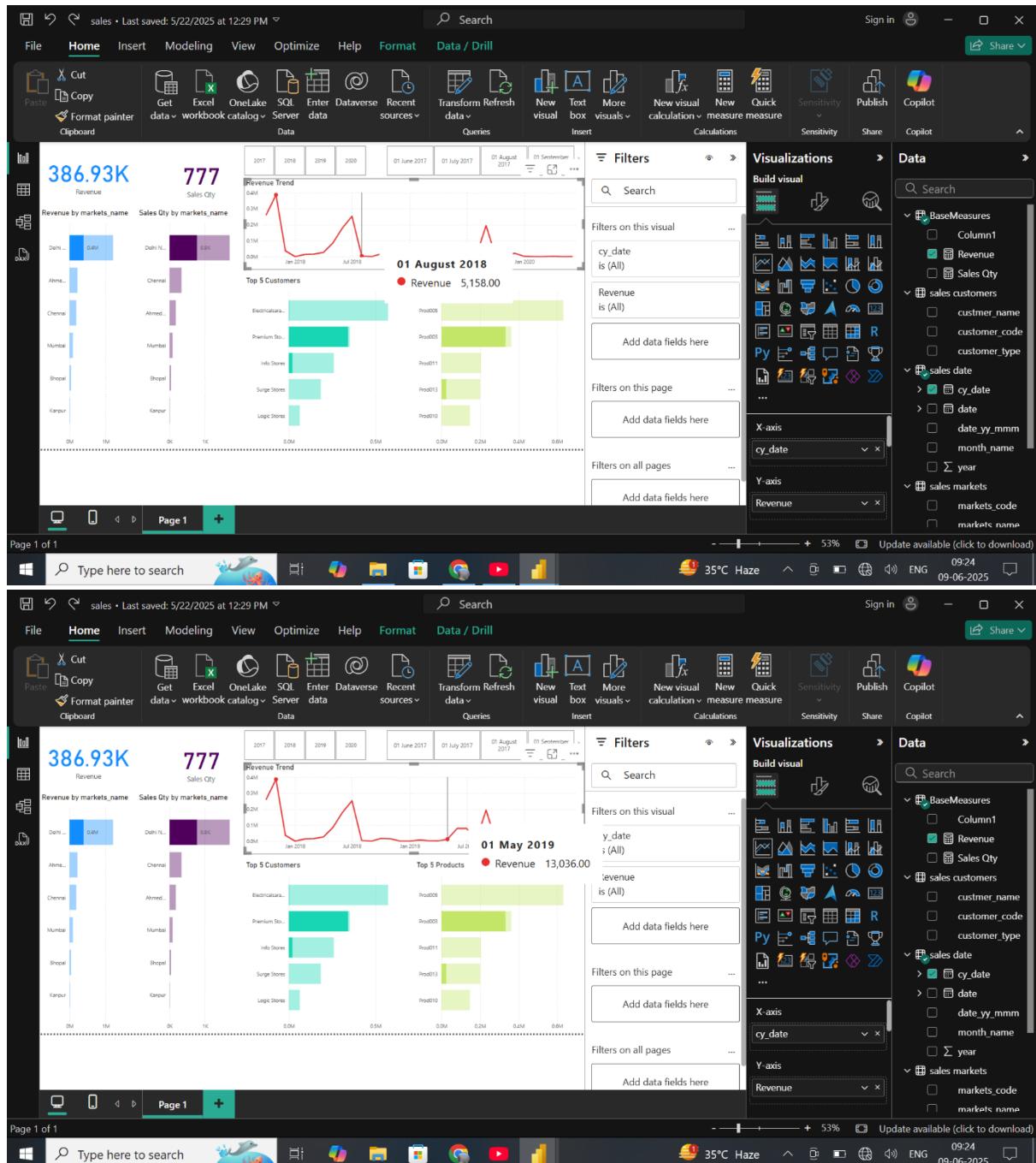
We will analyse our Line Chart to check in which year we had most sales and in which year it decreased.



Like on 01 November, 2017 we had our maximum sales which generated a revenue of 386.93K.



From 01 August, 2018 to 01 May 2019 we faced a downfall in our sales.



We can see in Delhi we had a total revenue of 1.21M.

The screenshot shows a Power BI desktop interface with a dashboard titled "sales". The dashboard includes the following visualizations:

- A large blue text box showing "1.21M" for Revenue.
- A purple text box showing "1697" for Sales Qty.
- A bar chart titled "Revenue by Masters" showing values for cities like Delhi, Ahmedabad, Chennai, Mumbai, Bangalore, and Karpur.
- A line chart titled "Sales Qty by Masters" showing values for cities like Delhi NCR, Ahmedabad, Chennai, Mumbai, Bangalore, and Karpur.
- A line chart titled "Revenue Trend" showing sales over time from Jan 2017 to Jan 2020.
- A bar chart titled "Top 5 Customers" showing sales for Electricals, Premium, Info Stores, Surge Stores, and Logic Stores.
- A bar chart titled "Top 5 Products" showing sales for Prod006, Prod005, Prod011, Prod013, and Prod010.

The ribbon menu at the top includes Home, Insert, Modeling, View, Optimize, Help, and Copilot. The Data pane on the right lists data models and tables such as "BaseMeasures", "sales customers", "sales date", "sales markets", and "markets name".

Now we create a mobile dashboard.

The screenshot shows a mobile view of the same "sales" dashboard. The dashboard is displayed on a smartphone screen, showing the following visualizations:

- A large blue text box showing "1.75M" for Revenue.
- A purple text box showing "2352" for Sales Qty.
- A line chart titled "Revenue Trend" showing sales over time from 2018 to 2020.
- A bar chart titled "Top 5 Customers" showing sales for Electricals, Premium, Info Stores, Surge Stores, and Logic Stores.

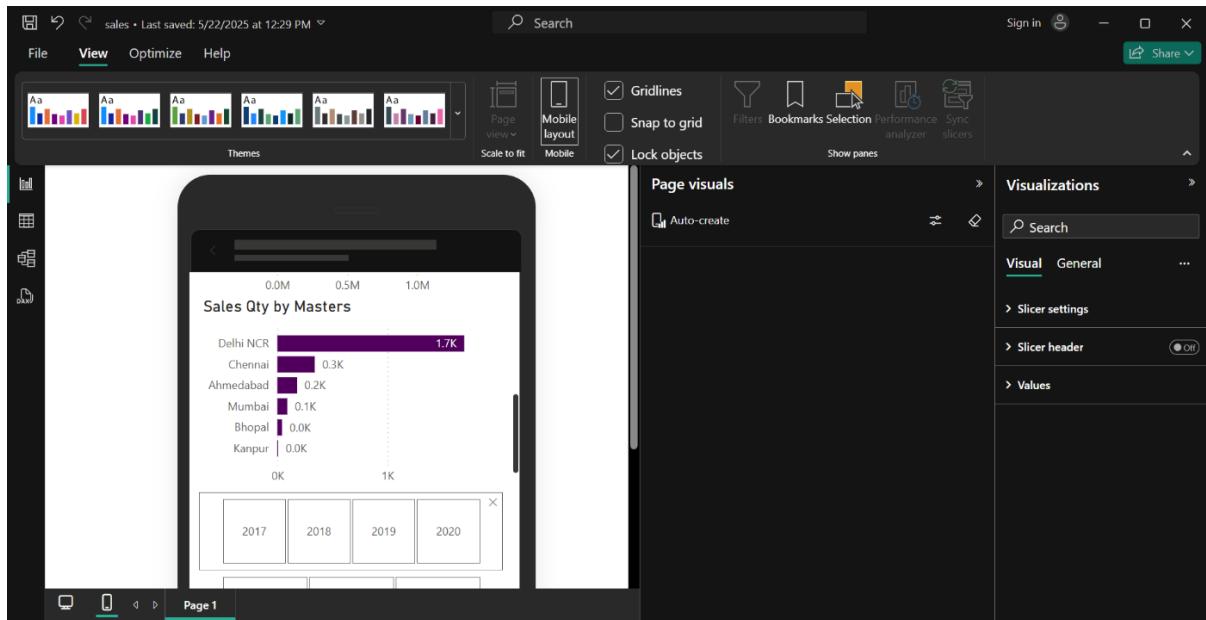
The ribbon menu at the top includes File, View, Optimize, Help, and Share. The Visualizations pane on the right shows options for "Auto-create", "Slicer settings", "Slicer header", and "Values".

Adding the same bar and line charts to show represent our sales.

The screenshot shows the Microsoft Power BI desktop application interface. The main area displays a report with three visualizations:

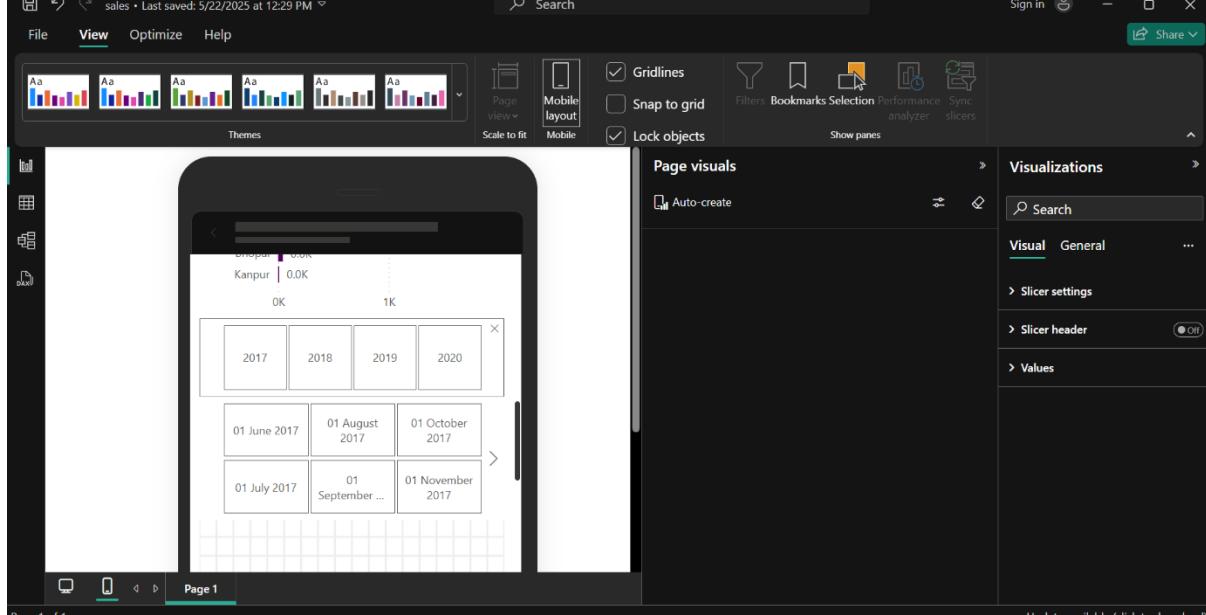
- Surge Stores:** A horizontal bar chart showing two categories: Surge Stores (approx. 0.3M) and Logic Stores (approx. 0.1M).
- Top 5 Products:** A horizontal bar chart showing five products: Prod005 (approx. 0.3M), Prod003 (approx. 0.2M), Prod011 (approx. 0.1M), Prod013 (approx. 0.1M), and Prod010 (approx. 0.1M).
- Revenue by Masters:** A horizontal bar chart showing one category: Delhi MCD (approx. 1.21M).

The top ribbon has tabs for File, View, Optimize, and Help. The View tab is selected. The ribbon also includes themes, scale options, and layout settings like Gridlines, Snap to grid, and Lock objects. The right pane shows the "Visualizations" section of the ribbon, which includes a search bar and categories for Visual, General, Slicer settings, Slicer header, and Values. The status bar at the bottom indicates "Page 1 of 1" and "Update available (click to download)".



Page 1 of 1 Update available (click to download)

Type here to search BAJFINANCE +1.79% 09:31 ENG 09-06-2025



Page 1 of 1 Update available (click to download)

Type here to search BAJFINANCE +1.79% 09:32 ENG 09-06-2025