Customer Segmentation Analysis

This dashboard empowers Stakeholders to gain real-time Insight into sales trends, identify areas of improvement, and make informed decisions.

## Tables
1. Order
2. People
3. Return
4. Dimdate

Data Preparation: Foundations for Insight

Data Source

Data is sourced from multiple sources, including our internal database, API integrations, and Excel spreadsheets.

Transformation and cleaning

Power Query efficiently cleanses and transforms raw data, addressing missing values, inconsistencies, and data type conversions.
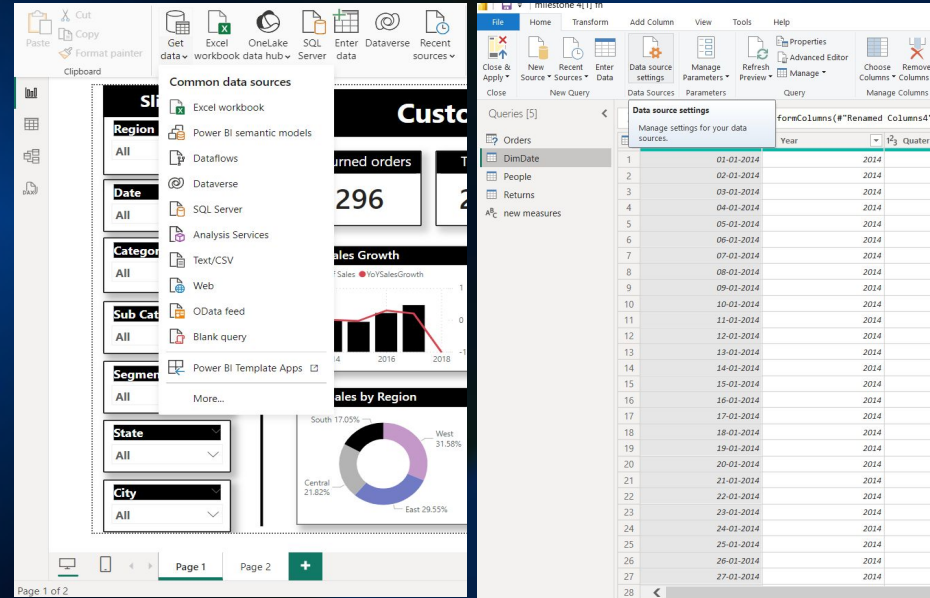
Data Modeling: Building the Analytical Framework

1. TotalSales = SUM(Orders[Sales])

2. Average Order value per customer = DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Customer ID]))

3. Average Order value per Order= DIVIDE(SUM(Orders[Sales]),DISTINCTCOUNT(Orders[Order ID]))

4. TotalReturns Orders=CALCULATE(COUNTROWS(Returns),KEEPFILTERS(RELATEDTABLE(Orders)))

5. Prev day sales= salesCALCULATE(SUM(Orders[Sales]),PREVIOUSDAY(DimDate[Date].[Date]))

6. quantity MTD =
7. TOTALMTD(SUM('Orders'[Quantity]),DimDate[Date].[Date]) quantity QTD = 8. TOTALQTD(SUM('Orders'[Quantity]),DimDate[Date].[Date])

9. Sameperiod_lastyear = CALCULATE(SUM('company order'[Sales]),SAMEPERIODLASTYEAR(DimDate[date].[Date]))

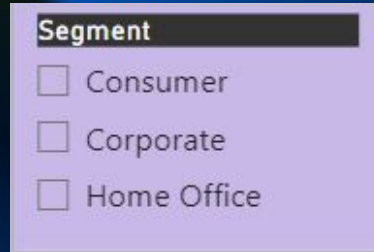10. Prev_YearSales = CALCULATE(SUM('company order'[Sales]),PREVIOUS YEAR(DimDate[date].[Date]))
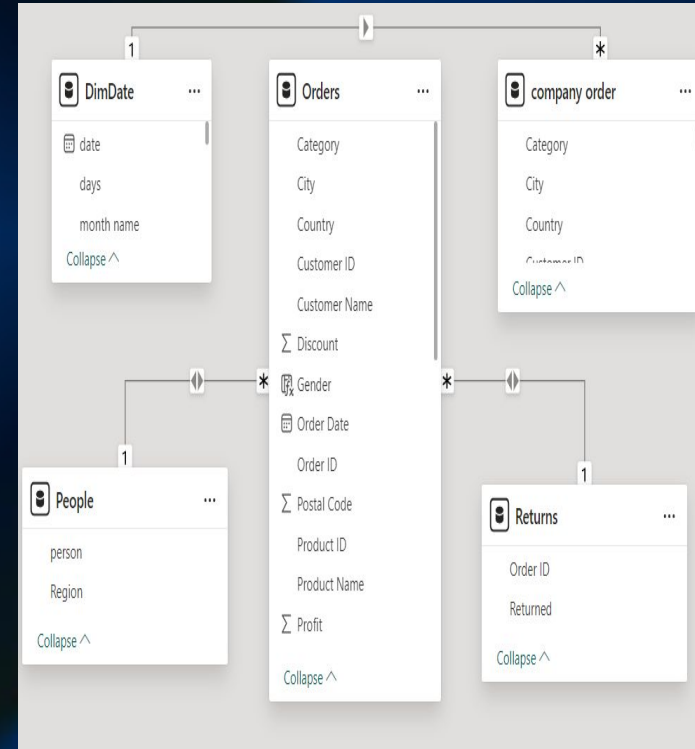
Visualization Design: Communicating Insights Effectively

Donut Chart

Slicer

Card
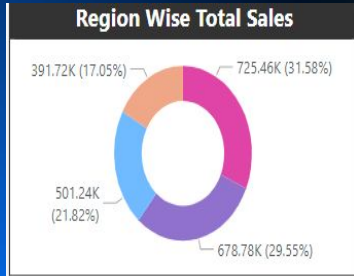
Bar Chart

Visualization

Line charts reveal sales trends over time, bar charts compare product performance, and maps visualize geographic distribution.

Interactive features

Slicers allow for filtering data, drill-throughs provide granular detail, and tooltips offer context-sensitive information.

Insights and Value Addition: Actionable Knowledge

Actionable insights

The dashboard identified a decline in sales in the Central region has the less profit value(-3.63k)compared to other regions

Future enhancement

Integrating customer feedback data and incorporating advanced predictive analytics will further enhance the dashboard's value.