

Business Analytics Problem Statement

The back story

You have been hired by **XYZ Ltd**, a global manufacturing company, to help their **marketing team** design and deliver end-to-end **business intelligence solutions**.

The challenge

Your client needs a way to track all their important **KPIs** to improve their decision making. You have been provided with all the data needed to calculate these KPIs.

Your task

Your task is to analyze the data and provide 10 useful insights that will help your client take better decisions about their business.

How should you approach the project

Step 1 Understand the data.

- Understand the data structure
- Understanding each and every column/feature in the data

Step 2 Define, for whom are you doing the analysis and creating the dashboard.

Step 3 Create the data model.

- Understand the relationships between different tables

Step 4 Define the KPIs.

Step 5 Calculate the metrics and visualize the KPIs.

- For example, you might want to show the average sales across date. Now you will have to calculate average sales and then only you can show it across date

Step 6 Write down your key insights (minimum 10).

- After visualizing you will have to write down what are the insights you got from the charts you have created.

How your performance will be measured?

1. Selection of appropriate chart type

You need to select relevant charts depending on the Metrics and KPIs you have selected.

2. Actionable insights

Your insights should be providing business value. That means whatever Metrics and KPIs you have shown in your dashboard it should be logically selected.

3. Dashboard design

Your dashboard designing should be professional. Means all the charts/graphs/slicers should be aligned and ordered properly.

NOTE: You can search on google “power BI dashboard” and go to images to get some ideas about how your dashboard should look like.