

Maiada Khaled - Project 1

Nanodegree in Data Analysis and Visualization with Microsoft Power BI

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I worked on combining information from all over the company, to make it possible for the company's CFO to quickly review and analyze which products sell well, which ones generate the highest profitability, and its seasonality.

Key concepts covered:

- # Pulling Data from csv, txt, pdf, and xlsx sources

- # Data Cleaning

- # Fiscal Calendar

- # Currency Exchange

- # Build Relationships

- # Create Advanced DAX Measures

- # Power Query Visual Reports

Last data refresh:

7/1/2022 1:20:34 AM UTC

Downloaded at:

7/1/2022 1:28:22 AM UTC

\$167.57K

Sales (\$USD)

SSBC - Tab 1

\$202.91K

Sales (\$CAD)

Qtr - FY	Q1-2021		Q2-2021		Q3-2021		Q4-2021		Total	
CustType	Sales (\$USD)	GPM (\$USD)	Sales (\$USD)	GPM (\$USD)	Sales (\$USD)	GPM (\$USD)	Sales (\$USD)	GPM (\$USD)	Sales (\$USD)	GPM (\$USD)
☐ Distributor	\$25,542.00	15.57%	\$25,902.00	14.60%	\$24,992.00	10.86%	\$18,000.00	9.55%	\$94,436.00	12.91%
Barrel's Best	\$14,742.00	10.93%	\$16,182.00	11.69%	\$15,272.00	11.24%	\$6,480.00	16.56%	\$52,676.00	11.95%
Rainier & Co.	\$10,800.00	21.91%	\$9,720.00	19.44%	\$9,720.00	10.28%	\$11,520.00	5.61%	\$41,760.00	14.13%
☐ Bar	\$13,920.00	15.94%	\$14,340.00	15.24%	\$15,220.00	14.75%	\$11,770.00	15.31%	\$55,250.00	15.30%
Puget's Finest	\$5,040.00	8.53%	\$5,400.00	8.89%	\$6,780.00	8.19%	\$3,780.00	8.21%	\$21,000.00	8.46%
Bike n' Brew	\$2,700.00	4.87%	\$2,700.00	4.87%	\$3,300.00	4.87%	\$2,700.00	4.87%	\$11,400.00	4.87%
The Black Bear	\$1,800.00	37.93%	\$1,800.00	37.93%	\$1,800.00	37.93%	\$1,800.00	37.93%	\$7,200.00	37.93%
Saanich Pub	\$2,220.00	18.04%	\$2,280.00	13.84%	\$1,080.00	25.51%	\$1,080.00	25.51%	\$6,660.00	19.03%
Queens Arms	\$1,080.00	19.44%	\$1,080.00	19.44%	\$1,180.00	17.45%	\$1,330.00	2.80%	\$4,670.00	14.20%
Toques and Blokes	\$1,080.00	33.78%	\$1,080.00	33.78%	\$1,080.00	33.78%	\$1,080.00	33.78%	\$4,320.00	33.78%
☐ Barn	\$5,999.40	9.16%	\$2,229.27	12.68%	\$2,519.28	11.74%	\$2,799.36	9.42%	\$13,547.31	10.27%
The Killer Well	\$5,999.40	9.16%	\$2,229.27	12.68%	\$2,519.28	11.74%	\$2,799.36	9.42%	\$13,547.31	10.27%
☐ SSBC Tasting Room	\$1,114.52	61.62%	\$1,109.51	61.13%	\$1,053.54	60.65%	\$1,057.56	59.83%	\$4,335.13	60.82%
Cash Purchase	\$1,114.52	61.62%	\$1,109.51	61.13%	\$1,053.54	60.65%	\$1,057.56	59.83%	\$4,335.13	60.82%
Total	\$46,575.92	15.96%	\$43,580.78	15.90%	\$43,784.82	13.46%	\$33,626.92	13.13%	\$167,568.44	14.72%

Executive Summary:

Seven Sages Brewing Company's Distribute Customers had the highest sales.

The SSBC Tasting Room Customers had the highest Gross Profit Margin then comes Bar Customers next with GPM 15%

SSBC - Tab 2

Product Name	PCT Unit Sales By Product	PCT Gross Profit By Product ▼
Henan Hops Wheat Beer	7.5%	270.0%
Han Dynasty Spiced Lager	4.1%	257.9%
Liu Ling's IPA	3.1%	213.8%
Imperial Poet Porter	27.5%	111.3%
Bamboo Grove Maibock	41.7%	75.9%
Scholar's Saison	16.1%	1.8%
Total	100.0%	100.0%

Executive Summary:

Seven Sages Brewing Company will need to increase the price for the Scholar's Saison and the Bamboo Grove Maibock because they are both producing acceptable sales rates but significantly low Gross Profit to the company.

Profitability Per Serving

Product Type	Qty	Avg Profit per Serving
<input type="checkbox"/> half keg	533	29.71
Henan Hops Wheat Beer	7	79.40
Han Dynasty Spiced Lager	29	60.80
Liu Ling's IPA	24	45.92
Imperial Poet Porter	196	35.00
Bamboo Grove Maibock	185	29.80
Scholar's Saison	92	0.44
<input type="checkbox"/> Keg	190	28.61
Henan Hops Wheat Beer	27	113.80
Han Dynasty Spiced Lager	3	76.60
Liu Ling's IPA	1	46.84
Bamboo Grove Maibock	116	14.60
Imperial Poet Porter	34	10.00
Scholar's Saison	9	5.88
<input type="checkbox"/> Tasting Room Pour	479	3.99
Henan Hops Wheat Beer	24	4.35
Han Dynasty Spiced Lager	144	4.20
Liu Ling's IPA	122	4.08
Bamboo Grove Maibock	98	3.95
Imperial Poet Porter	91	3.50
<input type="checkbox"/> Six-Pack	600	2.48
Henan Hops Wheat Beer	306	4.09
Imperial Poet Porter	19	1.99
Bamboo Grove Maibock	131	1.69
Scholar's Saison	144	-0.14
Total	1802	13.69

Executive Summary:

- Half Keg is the most profitable product type with respect to its number of sales.
- Six-Pack is the least profitable product type.
- It is obvious that Scholar's Saison Product of Type six-pack is losing and is non profitable because costs overcomes its profit.

Does SSBC's beer sell differently by month?

Product Name	April	August	February	January	July	June	March	May	September	Total
Bamboo Grove Maibock	96406	95712	96406	73584	91724	112050	81754	208437	59640	8021835
Henan Hops Wheat Beer	20212	9396	15840	15840	15840	15840	15840	32768	19008	1432722
Imperial Poet Porter	7740	24	88132	112504	24	24	76038	90	10476	1424335
Scholar's Saison	6426	17476	1950	1950	11176	97796	1950	8534	2470	909600
Han Dynasty Spiced Lager	10710	3612	3612	3612	3612	3612	3612	14326	3612	427460
Liu Ling's IPA	7575	3072	3072	3072	3072	3072	3072	3072	3072	283383
Total	685542	468336	855886	833677	461240	866286	775050	866286	489624	56061954

Executive Summary:

Bamboo Grove Maibock has the highest total sales per serving, across year 2021, while Liu Ling's IPA is completely the opposite.

Most sales remain consistent month to month, the Imperial Poet Porter product has a significant increases in popularity from Sept-February, but then drops off by March

Season for each Product

- **Bamboo Groove Maibock**

BEST: May & June

AVERAGE: July till April

WORST: None

- **Henan Hops Wheat Beer**

BEST: April & May

AVERAGE: June & July, September till March

WORST: August

- **Imperial Poet Porter**

BEST: January

AVERAGE: September, February till May

WORST: June, July & August

- **Scholar's Saison**

BEST: June, July & August

AVERAGE: April, May, September till December

WORST: January till March

- **Han Dynasty Spiced Lager**

BEST: April & May

AVERAGE: June till March

WORST: None

- **Liu Ling's IPA**

BEST: April

AVERAGE: May till March

WORST: None