**Business Goal:   
Identify sales seasonal fluctuations, high-performing products, and potential areas of decline by creating a report that can track profit trends over time, including revenue, units sold, and COGS.**

1. Data Loading
   1. Load to Connection
2. Power Query – Data Transformations
   1. Home – choose columns, change data type
   2. Transformations – extract, merge columns, format
   3. Add column – extract, merge, format prefix

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Description automatically generated

Output will be queries and connection:

Query, -  a new representation of the original (and unchanged) data source. When you refresh a query, each step runs automatically.

Connection – to refresh connection to any changes in data source

1. Add Power Pivot COM Add ON:

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1. Power Pivot – Data Diagram
   1. Data Modelling
   2. Establish Entity Relationship

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FACT TABLE: Transaction Tables that has the basic dimension primary keys as foreign keys

DIMENSION TABLE: Lookup Table for details on primary keys

1. Dashboard Creation
   1. **First Dashboard**

**Time Analysis Dashboard:  
1. KPIs and YOY growth  
2. Yearly Performance Metrics  
3. Monthly Profit Trends  
4. Profit by Week Type  
5. Quarterly Profit Analysis  
6. Profit by Weekday**

* 1. Create Pivot Table – from Data Model
  2. Create tables of Measures(so they are organized) to create advanced calculations

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* 1. Fill Pivot Table with KPI metrics
  2. Creating measure with aggregate functions and DAX calculations

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* 1. Advanced Custom Number formatting

0.00,”K”

0.00,,”M”

0.00,,,”B”

Comma converts number to thousands

[<999999]0.00," K";[<999999999]0.00,," M";[<999999999999]0.00,,," B"

* 1. Insert Form Controls via Developer
  2. **Second Dashboard**

**Detailed Dashboard (Product and Customer):  
1. Top 5 Profitable Products  
2. Top 5 Profitable Customers  
3. Profit by Gender  
4. Profit by Product Color  
5. Profit by Pricing Types  
6. Country-wise Profit  
7. Profit by Age Group**

* 1. Add Custom columns
  2. A screenshot of a computer

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