

Unlocking Growth: Identifying the Best Product for Maximum Impact – Data Analysis Project Documentation Steps

- 1- Extracted the data by placing all datasets in one folder, then followed these steps: Get Data → More → All → Folder → Browse to the folder path → Select the required folder → Transform Data → Press Content → OK.
- 2- Explored and analyzed the data.
- 3- Cleaned and prepared the data using the following steps
 - a) Removed the 'Source.Name' column.
 - b) Renamed the first column to 'ID' to use it as a primary key for relationships when needed, as it is the only column with unique values.
 - c) Replaced null values with 0 in the 'rate' column.
 - d) Replaced null values with 0 in the 'flat_fee' column and changed its data type to Whole Number instead of Decimal Number.
 - e) Inserted a Multiplication column by multiplying the 'amount' and 'rate' columns, then renamed it to 'Amount Rate'.
 - f) Inserted a Sum column by adding the 'flat_fee,' 'amount,' and 'Amount Rate' columns, then renamed it to 'Total Amount'.
 - g) Duplicated the 'date' column to make modifications without changing the source 'date' column.
 - h) Split the copied 'date' column by the space delimiter, then changed its data type to Local Date.
 - i) Changed the data type of the second split column, 'data-copy.2,' to Local Time.
 - j) Renamed the source date column to 'date & time'.
 - k) Inserted a Sum column by adding the 'flat_fee' and 'Amount rate' columns, then renamed it to 'Total Revenue'.
 - l) Checked for errors and duplicates, then validated the data to ensure it was ready for analysis.
- 4- Built a calendar using DAX, called 'Calendar'.
- 5- Created a table containing all measures, called 'Measure'.
- 6- Created specific analytical reports using DAX based on business questions, such as
 - a) Which product has the most growth potential?
 - b) Which product needs more resources?
- 7- Built a dynamic dashboard using charts, cards, icons, textboxes, and tooltips.