Data Analysis Project Using Microsoft Power BI

*Data:

The data provided includes all the transactions we made between 1/1/2021 and 31/12/2022. This is what the columns in the attached files correspond to:
- date: the date and time the transaction was made.
- amount: the amount processed in the transaction.
- transaction_id: a unique identifier for each transaction.
- rate: the percentage of the transaction amount we charge the merchant. Expressed as a whole number. (e.g: 0.02 = 2%).
- flat_fee: the flat fee of the transaction amount we charge the merchant. Expressed as a whole number.
- product: the product the transaction was processed through.

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*Problem Statement:

We process transactions through 3 products: point-of-sale, payment pages, payment requests. Each product has different rates and fees. We are currently investing the same amount of resources in each product. Going forward, we need this to change and want to focus on the product that has the most potential to grow.

Clean and use the data attached to provide a short report with a recommendation on which product we need to allocate more resources to. Detail why and what the possible results are using a combination of visualizations and business rationale.