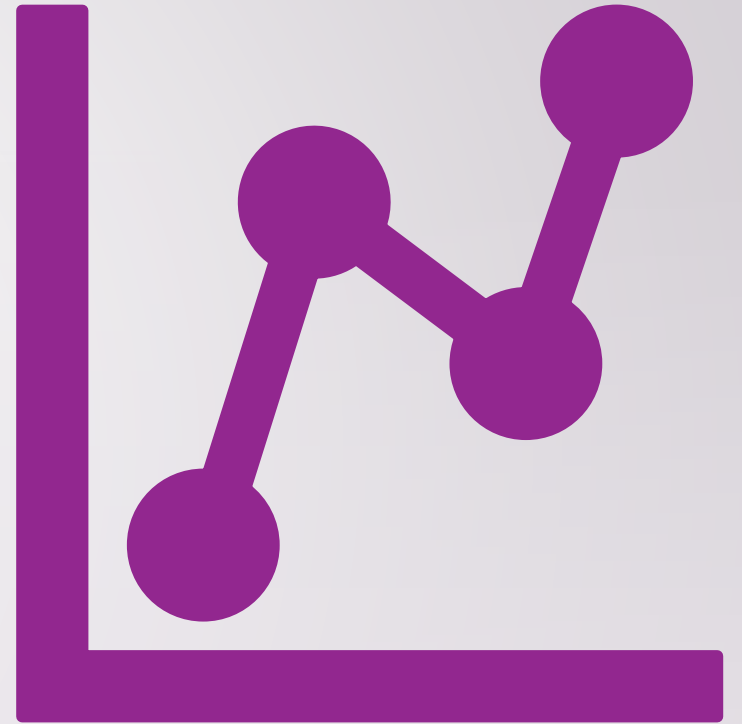


SALES ANALYSIS REPORT & VISUALIZATIONS USING POWER BI

Maryann Meilika



Overview

I identified the problem statements to fit sales objectives and what we hope to accomplish from this report.

❑ I used Power BI to clean and performed ETL using Power Query.

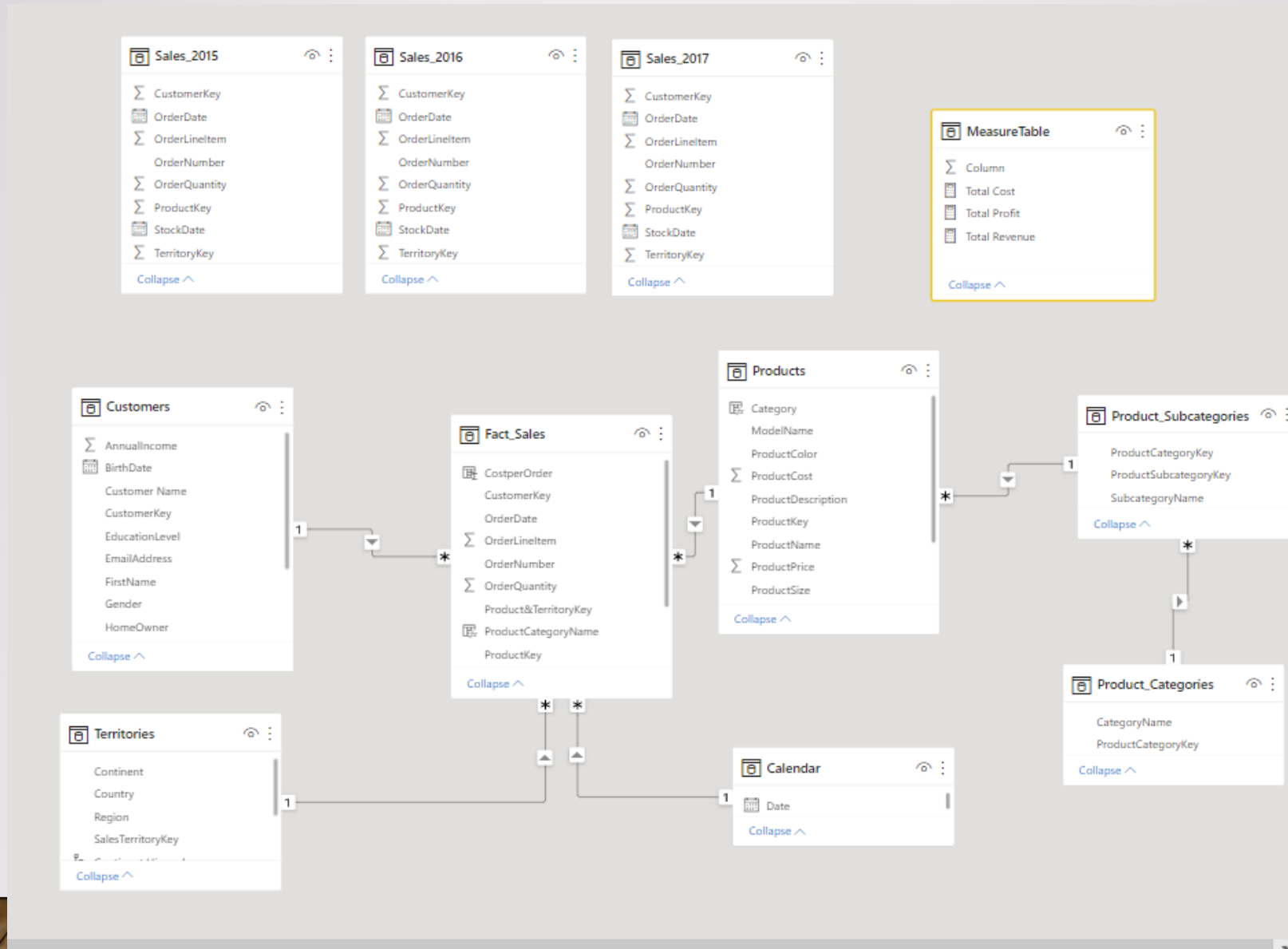
- I determined the difference between FACT tables & Dimension tables.
- Also, I identified which tables in the data are of interest of the analysis to be used by preparing and transforming its columns by SQL.

❑ Then, I created Measure Table (using DAX), found relationships between tables and visualized the data to extract insights.

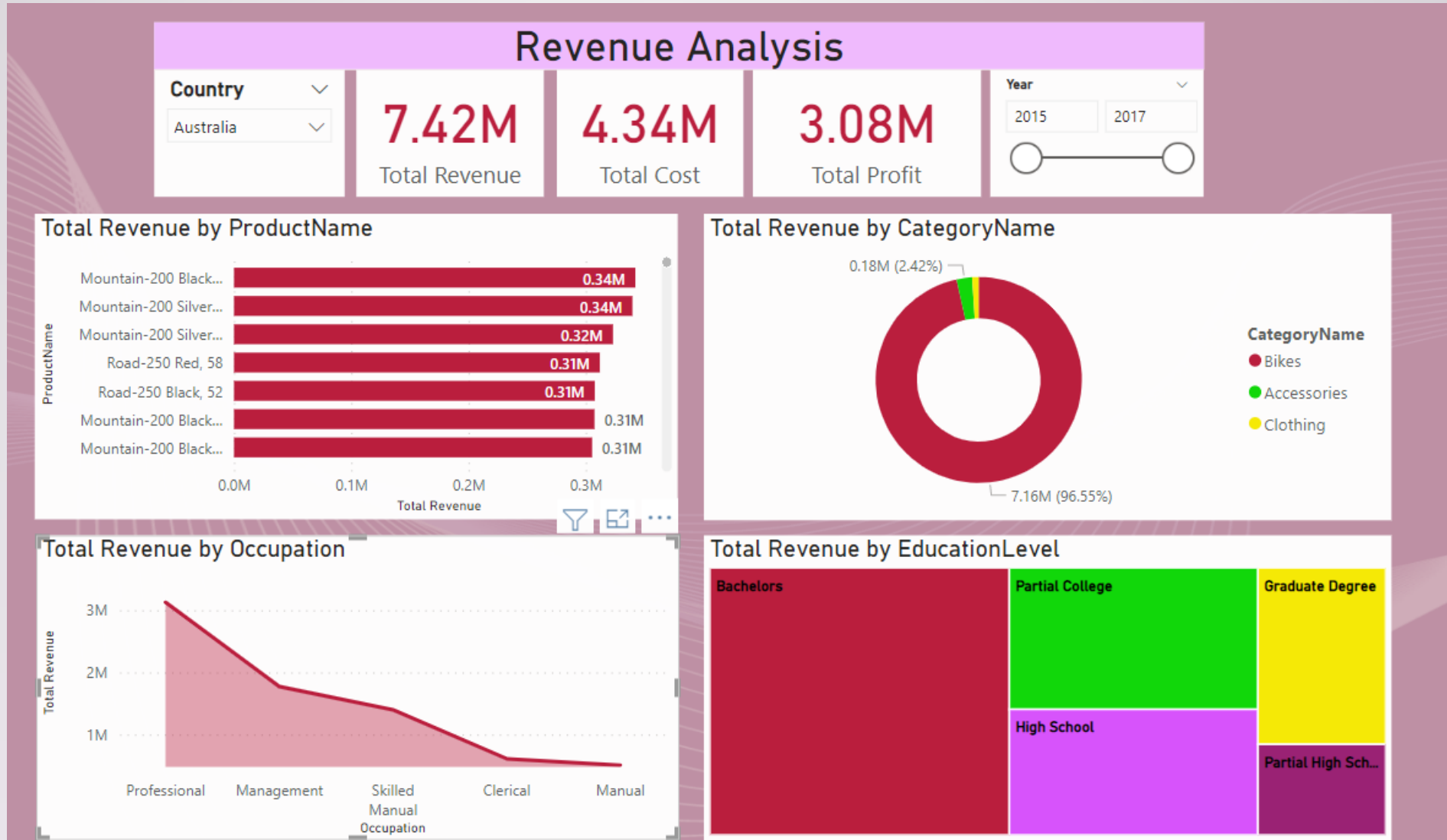
- Lastly, I analysed revenue and cost throughout historical years, customers' educational level and occupation and their relation with the products and the profit and Identified the best-selling products in different countries and over different categories .



Relationships

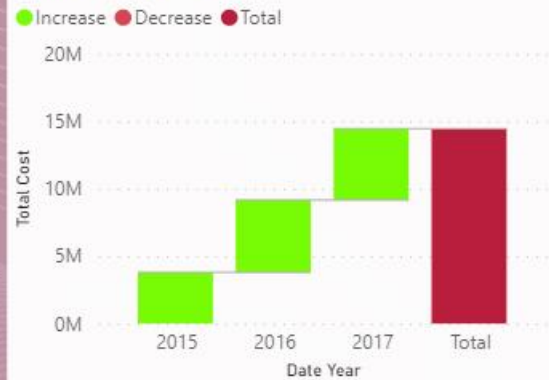


Visualizations



Cost Analysis

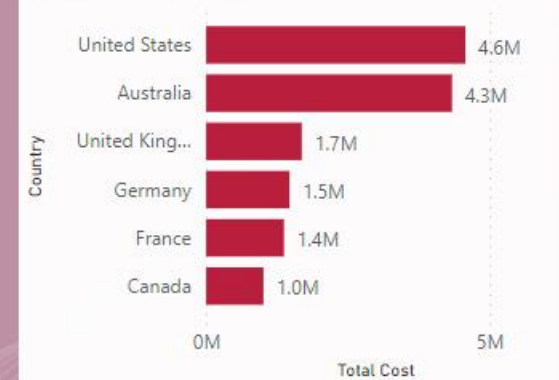
Total Cost by Year



Total Cost by Country and Continent



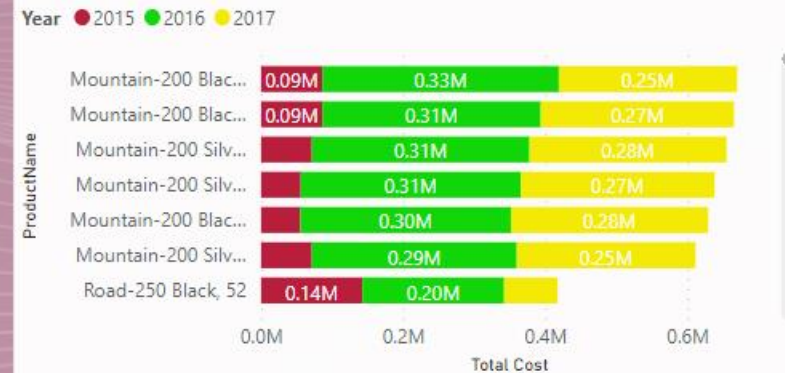
Total Cost by Country



Total Cost by SubcategoryName and Year



Total Cost by ProductName and Year

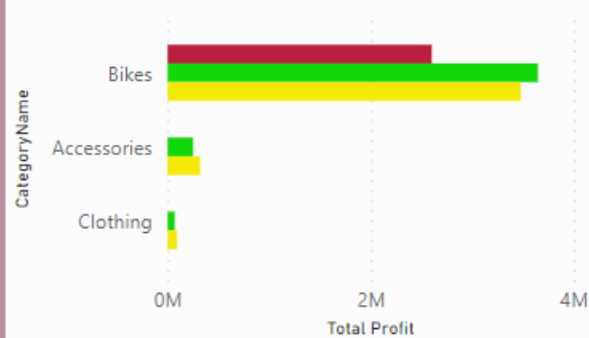


Product & Profit Analysis

Category	Australia	Canada	France	Germany	United Kingdom	United States	Total
Clothing	31,568.90	26,914.28	12,359.26	10,374.07	14,561.45	66,009.14	161,787.10
NA	222.32	271.03	16.34	129.82	219.74	416.32	1,275.57
M	15,623.80	14,177.78	6,156.52	5,391.04	7,322.01	33,459.36	82,130.51
F	15,722.78	12,465.47	6,186.39	4,853.21	7,019.70	32,133.47	78,381.02
Bikes	2,932,617.10	649,636.46	924,114.11	991,793.20	1,136,871.00	3,091,136.41	9,726,168.27
NA	20,020.42	7,237.86	4,874.37	7,809.75	7,914.85	12,292.66	60,149.92
M	1,414,219.53	319,061.85	478,414.57	450,264.83	588,815.42	1,519,232.31	4,770,008.50
F	1,498,377.14	323,336.75	440,825.17	533,718.62	540,140.73	1,559,611.44	4,896,009.85
Accessories	112,836.81	81,293.46	52,872.68	52,018.95	63,341.97	207,396.20	569,760.06
NA	763.41	368.01	554.96	713.34	408.10	1,391.27	4,199.09
M	55,614.76	42,450.31	26,077.90	25,710.75	31,850.68	104,352.12	286,056.52
F	56,458.64	38,475.13	26,239.82	25,594.86	31,083.19	101,652.81	279,504.46
Total	3,077,022.81	757,844.20	989,346.06	1,054,186.21	1,214,774.42	3,364,541.75	10,457,715.43

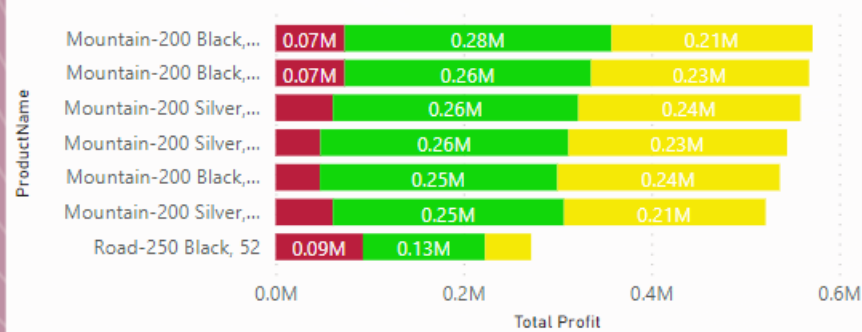
Total Profit by CategoryName and Year

Year ● 2015 ● 2016 ● 2017



Total Profit by ProductName and Year

Year ● 2015 ● 2016 ● 2017



Total Profit and OrderQuantity by Year

