

# BIKE STORE POWER BI PROJECT

## DATA CLEANING

Power BI Desktop interface showing the 'bike\_store customers' table. The table has 7 columns: customer\_id, name, phone, email, and Address. The data is displayed in a grid view. The 'Query Settings' pane on the right shows the 'Merged Columns1' step applied to the 'name' column.

customer_id	name	phone	email	Address
1	Debra Burks		debra.burks@yahoo.com	9273 Thorne Ave., Orchard Park, New York
2	Kasha Todd		kasha.todd@yahoo.com	910 Vine Street, Campbell, California
3	Tameka Fisher		tameka.fisher@aol.com	769C Honey Creek St., Redondo Beach, California
4	Daryl Spence		daryl.spence@aol.com	988 Pearl Lane, Uniondale, New York
5	Charolette Rice	(916) 381-6003	charolette.rice@msn.com	107 River Dr., Sacramento, California
6	Lyndsey Bean		lyndsey.bean@hotmail.com	769 West Road, Fairport, New York
7	Latasha Hays	(716) 986-3359	latasha.hays@hotmail.com	7014 Manor Station Rd., Buffalo, New York
8	Jacqueline Duncan		jacqueline.duncan@yahoo.com	15 Brown St., Jackson Heights, New York
9	Genoveva Baldwin		genoveva.baldwin@msn.com	8550 Spruce Drive, Port Washington, New York
10	Pamela Newman		pamela.newman@gmail.com	476 Chestnut Ave., Monroe, New York
11	Deshawn Mendoza		deshawn.mendoza@yahoo.com	8790 Cobblestone Street, Monsey, New York
12	Robby Sykes	(516) 583-7761	robby.sykes@hotmail.com	486 Rock Maple Street, Hempstead, New York
13	Lashawn Ortiz		lashawn.ortiz@msn.com	27 Washington Rd., Longview, Texas
14	Garry Espinoza		garry.espinoza@hotmail.com	7858 Rockaway Court, Forney, Texas
15	Linnie Branch		linnie.branch@gmail.com	314 South Columbia Ave., Plattsburgh, New York
16	Emmitt Sanchez	(212) 945-8823	emmitt.sanchez@hotmail.com	461 Squaw Creek Road, New York, New York
17	Caren Stephens		caren.stephens@msn.com	914 Brook St., Scarsdale, New York
18	Georgetta Hardin		georgetta.hardin@aol.com	474 Chapel Dr., Canandaigua, New York
19	Lizzette Stein		lizzette.stein@yahoo.com	19 Green Hill Lane, Orchard Park, New York
20	Aleta Shepard		aleta.shepard@aol.com	684 Howard St., Sugar Land, Texas
21	Tobie Little		tobie.little@gmail.com	10 Silver Spear Dr., Victoria, Texas
22	Adelle Larsen		adelle.larsen@gmail.com	683 West Kirkland Dr., East Northport, New York
23	Kaylee English		kaylee.english@msn.com	8786 Fulton Rd., Hollis, New York
24	Corene Wall		corene.wall@msn.com	9601 Ocean Rd., Atwater, California
25	Regenia Vaughan		regenia.vaughan@gmail.com	44 Stonybrook Street, Mahopac, New York
26	Theo Reese	(562) 215-2907	theo.reese@gmail.com	8755 W. Wild Horse St., Long Beach, New York
27	Santos Valencia		santos.valencia@yahoo.com	7479 Carpenter Street, Sunnyside, New York
28	Jeanice Frost		jeanice.frost@hotmail.com	76 Devon Lane, Ossining, New York
29	Syreeta Hendricks		syreeta.hendricks@msn.com	193 Spruce Road, Mahopac, New York

Power BI Desktop interface showing the 'bike\_store products' table. The table has 7 columns: product\_id, product\_name, brand\_id, category\_id, model\_year, and list\_price. The data is displayed in a grid view. The 'Query Settings' pane on the right shows the 'Trimmed Text' step applied to the 'product\_name' column.

product_id	product_name	brand_id	category_id	model_year	list_price
1	Trek 820 - 2016	9	6	2016	
2	Ritchey Timberwolf Frameset - 2016	5	6	2016	
3	Surly Wednesday Frameset - 2016	8	6	2016	
4	Trek Fuel EX 8 29 - 2016	9	6	2016	
5	Heller Shagmaw Frame - 2016	3	6	2016	
6	Surly Ice Cream Truck Frameset - 2016	8	6	2016	
7	Trek Slash 8 27.5 - 2016	9	6	2016	
8	Trek Remedy 29 Carbon Frameset - 2016	9	6	2016	
9	Trek Conduit - 2016	9	5	2016	
10	Surly Straggler - 2016	8	4	2016	
11	Surly Straggler 650b - 2016	8	4	2016	
12	Electra Townie Original 21D - 2016	1	3	2016	
13	Electra Cruiser 1 (24-inch) - 2016	1	3	2016	
14	Electra Girl's Hawaii 1 (16-inch) - 2015/2016	1	3	2016	
15	Electra Moto 1 - 2016	1	3	2016	
16	Electra Townie Original 7D EQ - 2016	1	3	2016	
17	Pure Cycles Vine 8-Speed - 2016	4	3	2016	
18	Pure Cycles Western 3-Speed - Women's - 2015/2016	4	3	2016	
19	Pure Cycles William 3-Speed - 2016	4	3	2016	
20	Electra Townie Original 7D EQ - Women's - 2016	1	3	2016	
21	Electra Cruiser 1 (24-inch) - 2016	1	1	2016	
22	Electra Girl's Hawaii 1 (16-inch) - 2015/2016	1	1	2016	
23	Electra Girl's Hawaii 1 (20-inch) - 2015/2016	1	1	2016	
24	Electra Townie Original 21D - 2016	1	2	2016	
25	Electra Townie Original 7D - 2015/2016	1	2	2016	
26	Electra Townie Original 7D EQ - 2016	1	2	2016	
27	Surly Big Dummy Frameset - 2017	8	6	2017	
28	Surly Karate Monkey 27.5+ Frameset - 2017	8	6	2017	

Table.TransformColumnTypes(#"Replaced Value",{{"manager\_id", Int64.Type}})

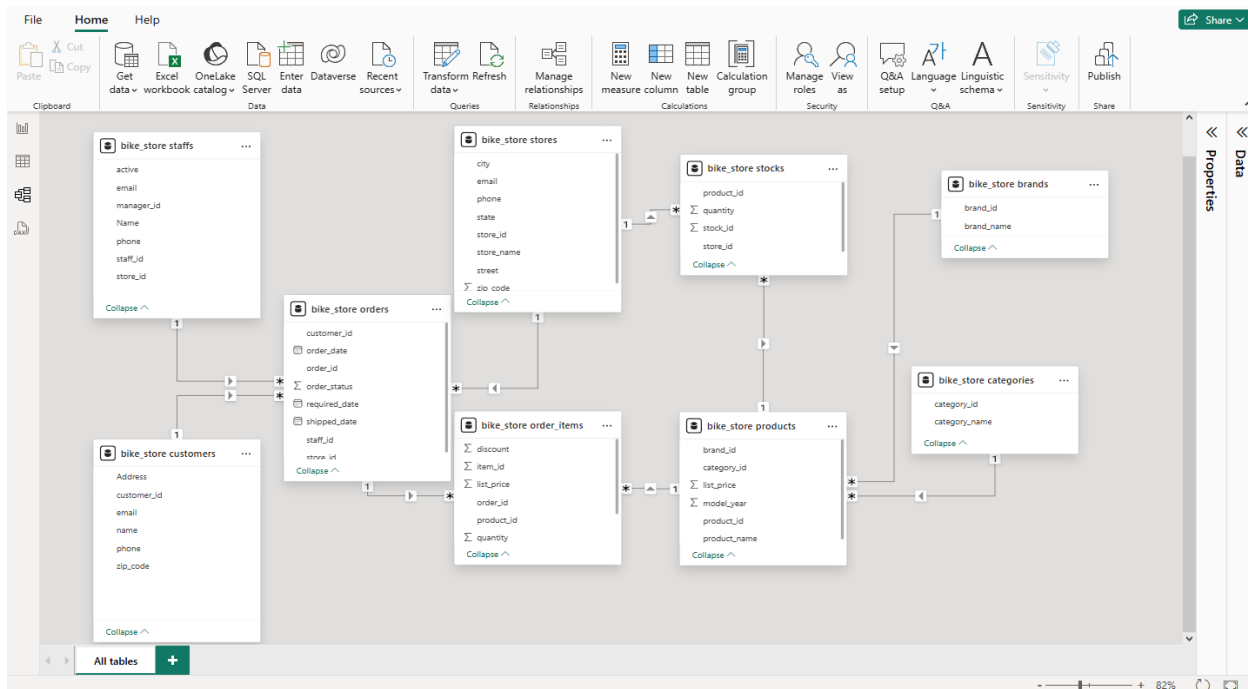
123 staff_id	A6 Name	A6 email	A6 phone	123 active	123 store_id
1	Fabiola Jackson	fabiola.jackson@bikes.shop	(831) 555-5554	1	1
2	Mireya Copeland	mireya.copeland@bikes.shop	(831) 555-5555	1	1
3	Genna Serrano	genna.serrano@bikes.shop	(831) 555-5556	1	1
4	Virgie Wiggins	virgie.wiggins@bikes.shop	(831) 555-5557	1	1
5	Jannette David	jannette.david@bikes.shop	(516) 379-4444	1	1
6	Marcelene Boyer	marcelene.boyer@bikes.shop	(516) 379-4445	1	1
7	Venita Daniel	venita.daniel@bikes.shop	(516) 379-4446	1	1
8	Kali Vargas	kali.vargas@bikes.shop	(972) 530-5555	1	1
9	Layla Terrell	layla.terrell@bikes.shop	(972) 530-5556	1	1
10	Bernardine Houston	bernardine.houston@bikes.shop	(972) 530-5557	1	1

8 COLUMNS, 10 ROWS Column profiling based on top 1000 rows

PREVIEW DOWNLOADED ON SUNDAY, 4 MAY 2025

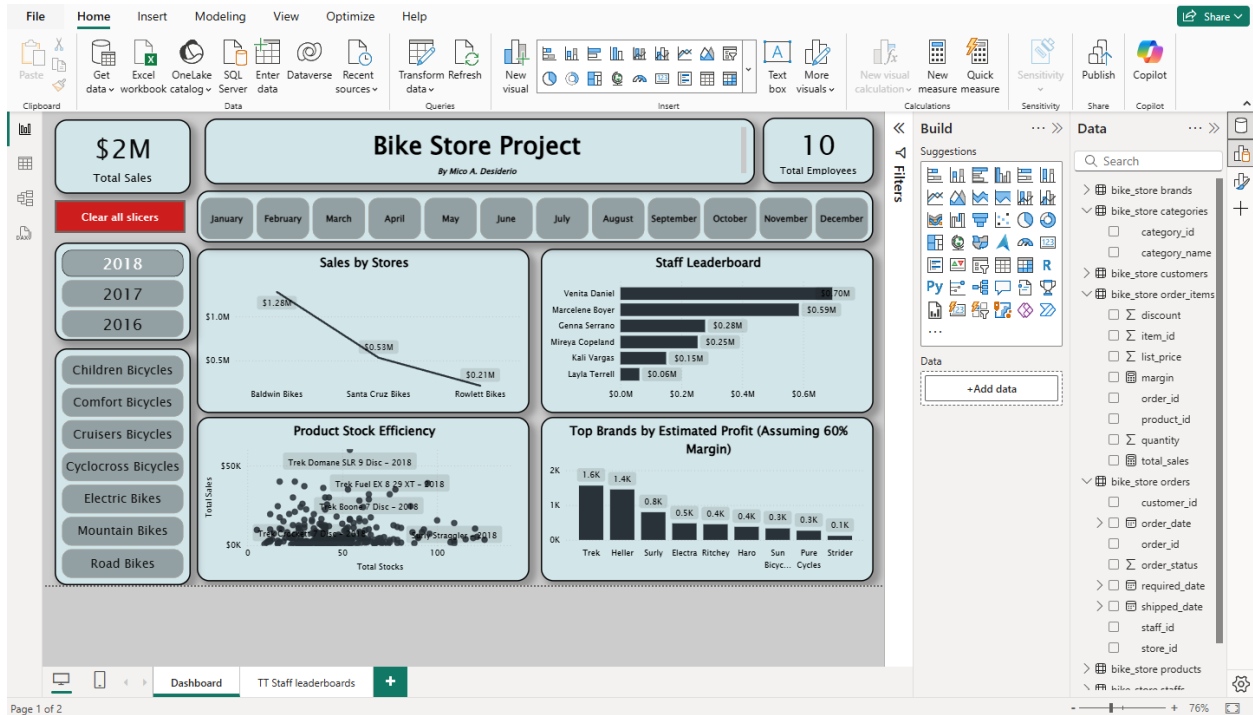
All images shown data cleaning. By replaced value, merged column, changed data type, trimmed, renamed column, and dealing with null values and 0 values.

## Model View



This image shows relationship in each table

# Data Visualization



In this image by using DAX, I calculated KPIs like total sales, margin. I built a staff leaderboard with a tooltip that shows customer and order breakdowns. The dashboard also includes a scatter plot to measure product stock efficiency, bar charts for top brands by estimated profit, and slicers to allow flexible filtering by year, month, and product category.