**PROJECT WORKED ON:**

**Generating insights from SALES DATA**

**Deep Dive Analysis** of the sales data for a company and generating useful insights from the data which would help the stakeholder take better decisions to foster the growth.

Understanding the pain points by data crunching and building various visuals and KPIs which would have great impact on the business.

Used **ETL methodology** in the **POWER Query** for the data harmonization using various methods like **missing values imputation, appending queries, merge data, custom columns, M Codes, Group by** etc.

Established relationships, created data model (**Star Schema** to have a better model performance), and created calculations in the **POWER PIVOT**.

Used **Data Analysis Expression language(DAX)** extensively to model data.

Developed Microsoft Power BI dashboards, visualizations and created multi page reports connecting important visuals which would have a great impact on the business and foster the growth of the company.

 Used **Power Map** to showcase the sales data information on Bing Maps for various countries and Geographic Region.

Published the reports on **POWERBI SERVICE** and created useful dashboards and stored the personal **WORKSPACE**.

**Skills**

* Microsoft Power BI Desktop
* Data visualization and modelling
* Data query language: SQL, DAX