In this project Performed India based Atli Q hardware company sales insights- A Data Analysis project. Developed ETL mappings using SQL to extract the data from unstructured data and transformed it to the staging area to conduct data cleaning and design star schema data model on Power BI. Developed a Power BI dashboard to perform analysis, producing quantitative visualizations in Power BI to draw valuable insights based on different parameters affecting the company performance year on year and further provide business solutions.by using such tools and technology one can make data driven decisions which helps to increase the sales of the company. So, in this project we will help a company make its own sales related dashboard using Power BI.

Project planning with AIMS Grid and Data Discovery:

AIMS Grid-is a project management tool and it has four component-

* Purpose-to unlock sales insights that are not visible before for the sales team for decision support and automate them to reduced manual time spent in data gathering.
* Stakeholders- are people who will involve in this project like sales director, marketing team, customer service team, data analytics team and IT.

Success Criteria-

* Dashboard uncovering sales order insights with latest data available
* Sales team able to take better decision and prove 10% cost savings of total spend.
* Sales analyst stops data gathering manually in order to save 20% of their business time and reinvest it value added activity.

Data Analysis using SQL:

Importing data to my SQL workbench.

Analysis of data by looking different tables and reflecting garbage values and remove all garbage value.

Analysis of data base by running different SQL statement. Fing out the all analysis of different tables.

Data cleaning and ETL:

We will pull data into Power BI andalso do data Cleaning known as ETL (Extract Transform and Load). We need to transform data as it is messy and need to convert into different format so that we can perform Data Analysis in Power BI. Transformed data which will launch data into power query editor where we will do data cleaning converting data into correct format

Data Analysis Expression (DAX):

Created some new measures using DAX language.

Data Visualization:

Data Visualization for the data analysis (DAX) was done in Microsoft Power BI Desktop-

* Revenue by Markets
* Quantity by Markets
* Overall Revenue Trend
* Top 5 Customers
* Top 5 Products
* Revenue Contribution % by Markets
* Profit Contribution % by Markets
* Proft % by Markets