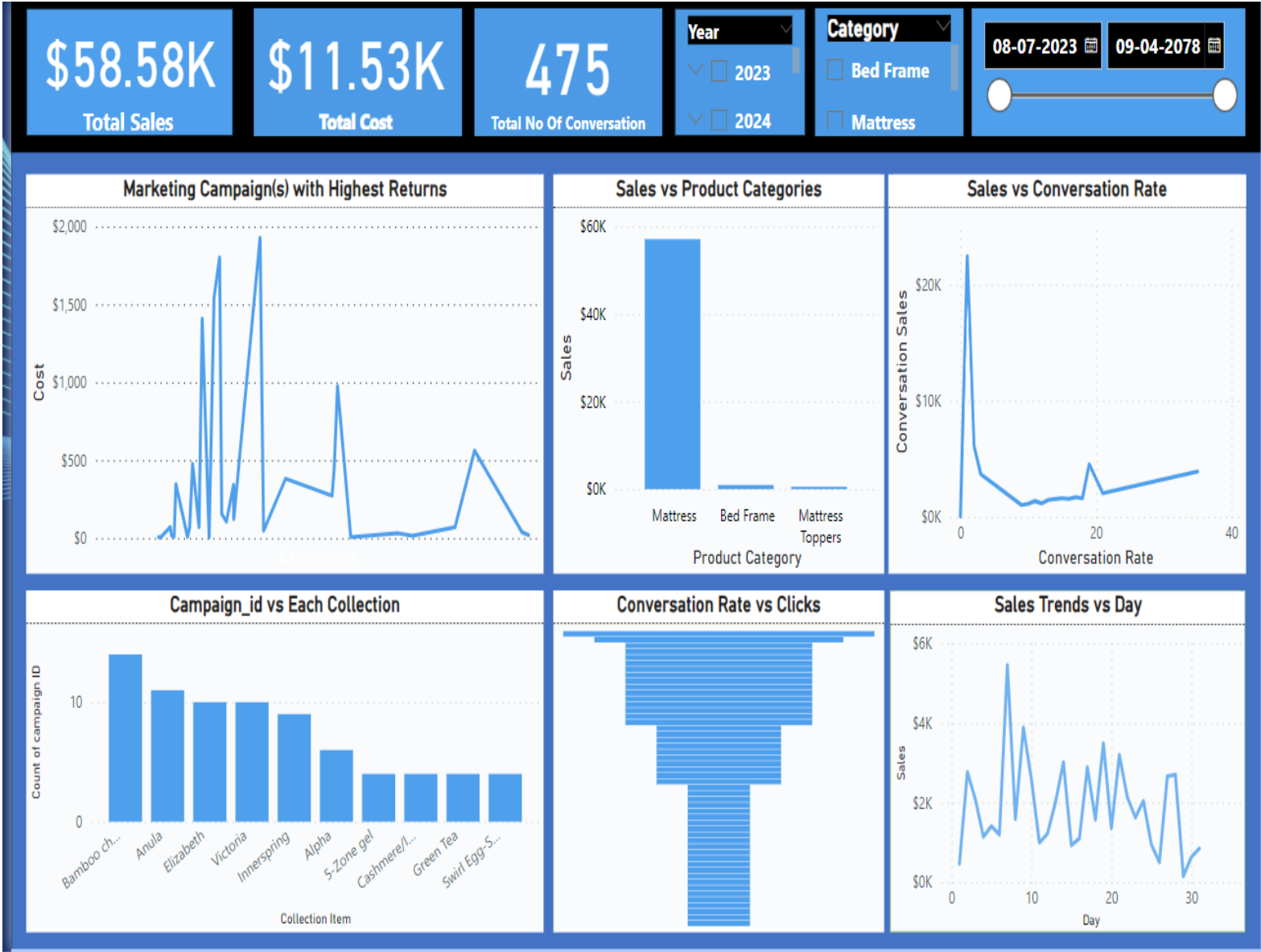


FINAL OUTPUT VISUALIZATION OF SALES PERFORMANCE

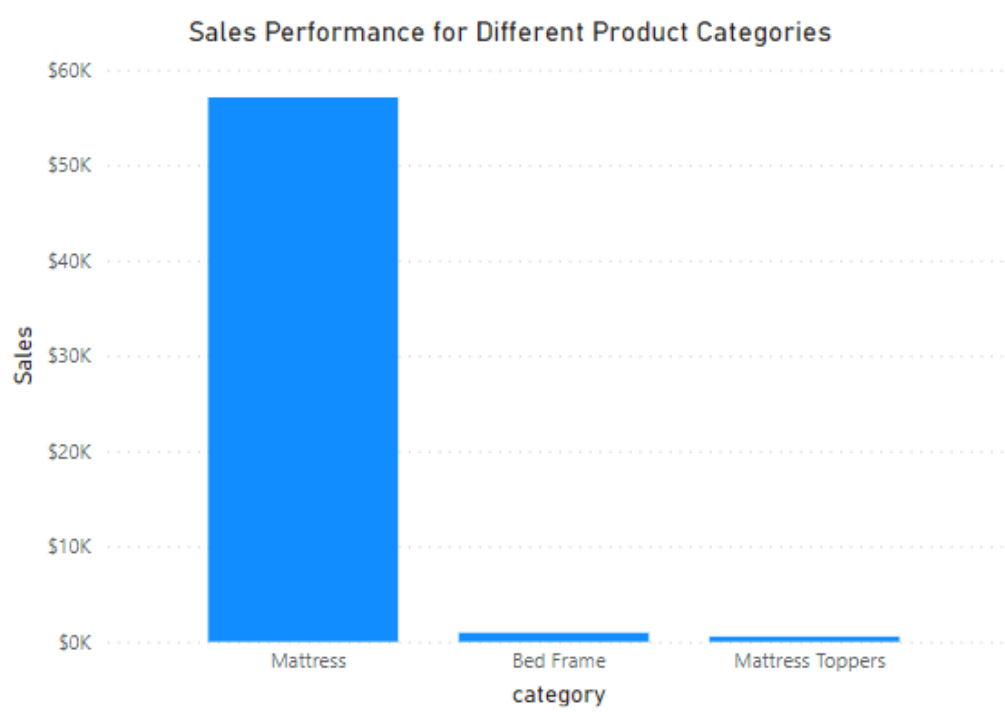


1. What marketing campaign(s) had the highest ROI, Return of Ad Spends (RoAS)? Provide visualizations to support your answer.

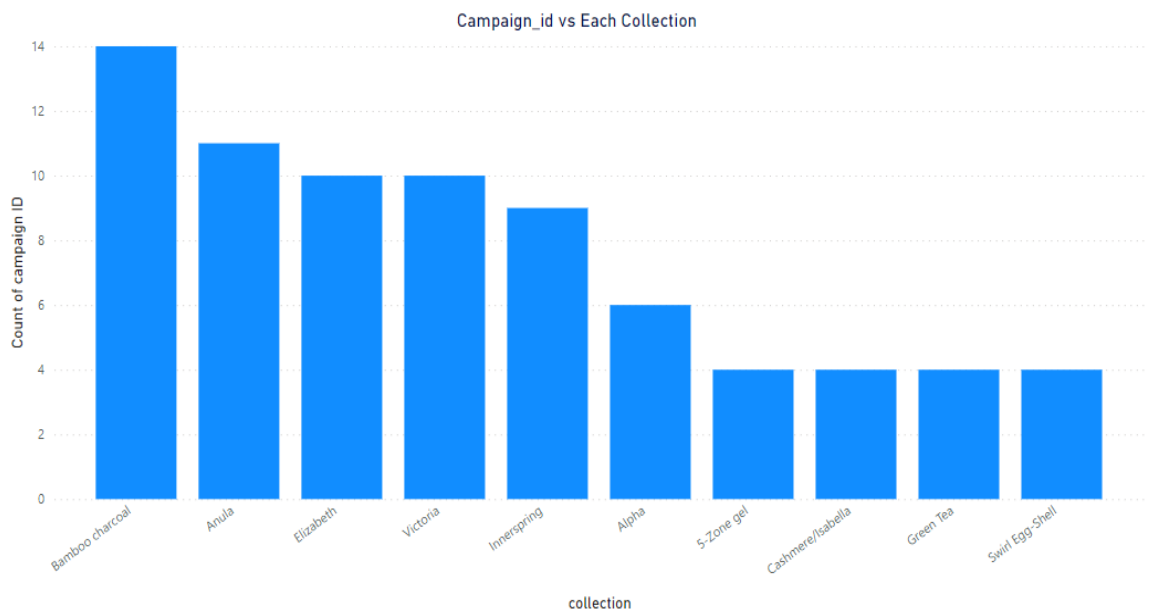


Inference :
The highest ROI occurs when the number of campaign increases.

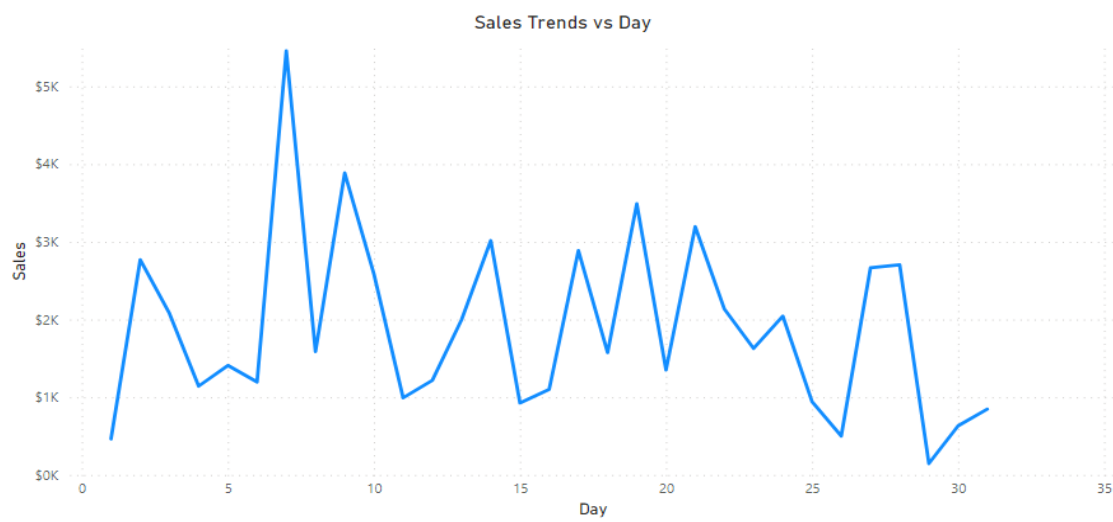
2. How does the sales performance vary across different product categories? Present your findings in a suitable chart.



3. How does each campaign behave and each item behave hourly?



4. Is there any correlation between the timing of marketing campaigns and changes in product sales?



Inference :
As the Sales of the product differs accordingly with the Campaign is depends upon the time of the Campaign.

4. What is the overall trend of sales before, during, and after each marketing campaign? Are there any significant spikes or dips in sales?

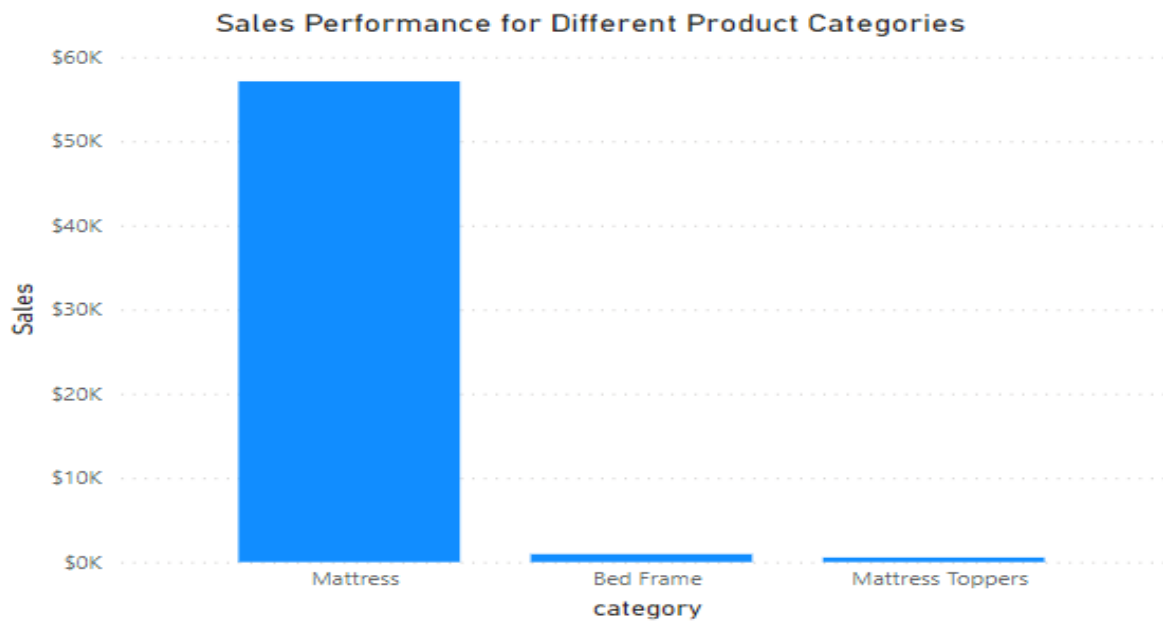


Inference :
The overall sales increases while Campaign, thus campaign increases the Sales efficiently.

6. How can the marketing strategies be optimized to improve overall sales and customer engagement?

Set Clear Goals and Understand Your Target Audience - Conduct market research to understand your target audience's needs, preferences, and pain points. Create buyer persons to represent your ideal customers and tailor your marketing strategies to address their specific interests.

7. Which products have shown the highest growth in sales during the campaign period? Are there any products that performed poorly during campaigns?



Inference :

Mattress have the highest sales whereas, Mattress Toppers have lowest sales in campaign.

8. A sudden change in the dataset format occurs, making it incompatible with the existing Power BI model. How would you handle this situation while maintaining progress on the dashboard creation?

- 1. Create a New Data Source** - If the changes in the dataset are significant and incompatible with the existing data source, you may need to create a new data source in Power BI for the updated dataset.
- 2. Save Backup:** Before making any significant changes to your Power BI model or dataset, make sure to save a backup of your existing work. This way, you can revert to the previous version if needed.

STEP BY STEP DASHBOARD CREATION

1. Load the dataset into Power-bi.
2. Using Power Query Editor Clean the data.
3. Clean the Sales, Unit and order columns in dataset by replacing the Null values.
4. Data preprocessing the Date-Time column and separately into data and time.
4. Take the necessary columns for visualization.
5. Make a Relationship between the columns for the better results.
6. Different types of line charts, Bar graph, and Funnel charts are represented in the Dashboard.
7. We can infer the different types of values through Changing or Filtering the data correspondingly.