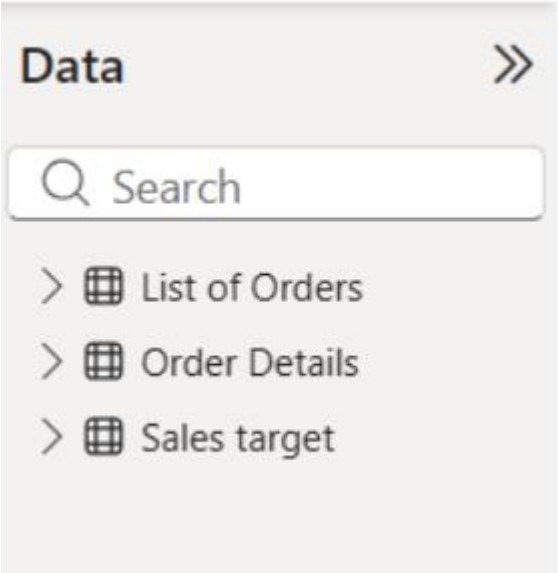
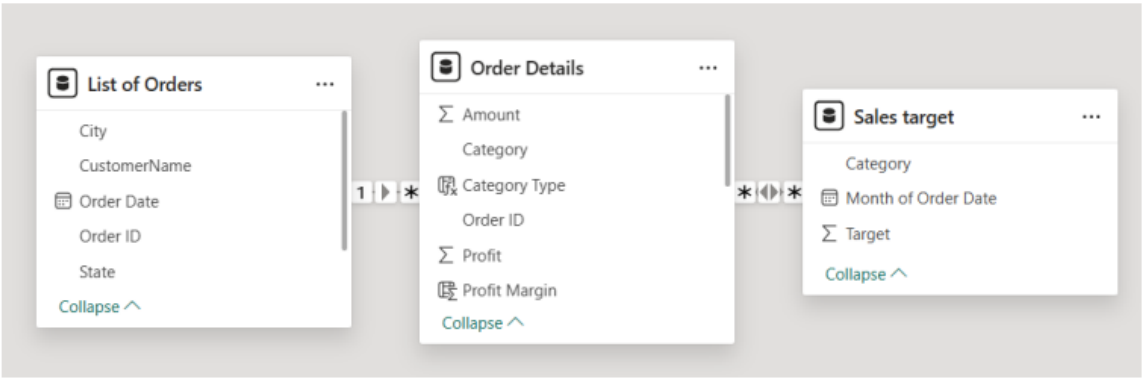
About the dataset chosen:

1) Used Sales Dataset for data analysis.
2) It has 3 types of data ‘list of orders’, order details’ and ‘sales target’



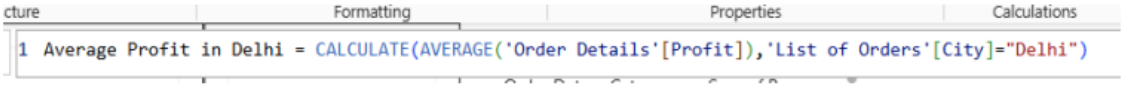
Data model (with screenshot)

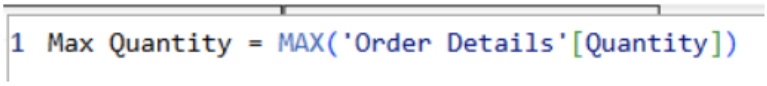
Built Relationships (One to many and Many to many):

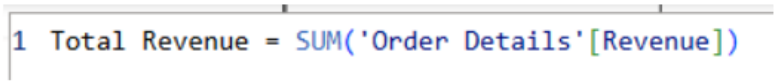


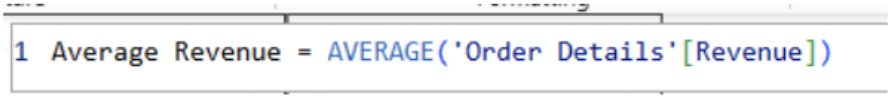
DAX measures created:

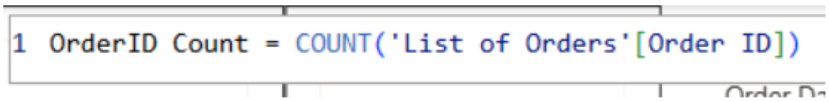

ructure
Formatting
1 Order Count = COUNT('Order Details'[Order ID])


cture
Formatting
Properties
Calculations
1 Average Profit in Delhi = CALCULATE(AVERAGE('Order Details'[Profit]),'List of Orders'[City]="Delhi")

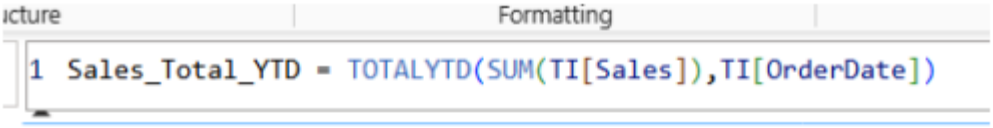

1 Max Quantity = MAX('Order Details'[Quantity])

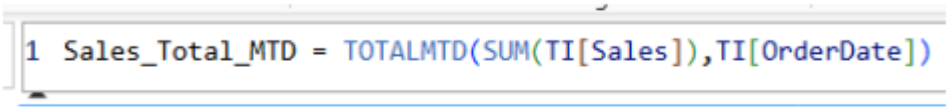

1 Total Revenue = SUM('Order Details'[Revenue])

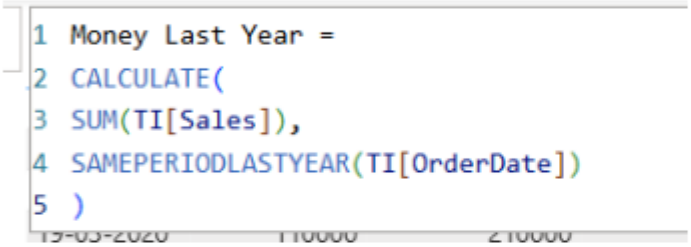

1 Average Revenue = AVERAGE('Order Details'[Revenue])

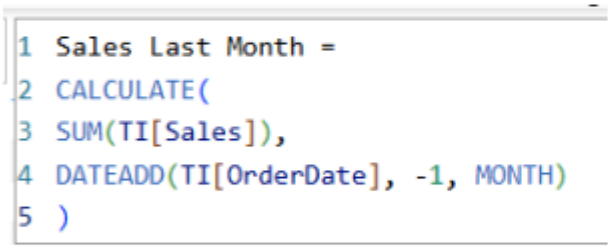

1 OrderID Count = COUNT('List of Orders'[Order ID])

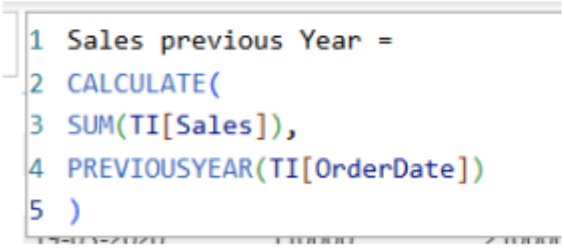
TIME INTELLIGENCE DAX FUNCTIONS:

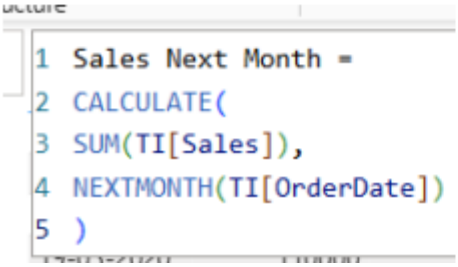












```
Sales Date YTD =
CALCULATE(
SUM(TI[Sales]),
DATESYTD(TI[OrderDate])
)
```

```
Sales Next Year =
CALCULATE(
SUM(TI[Sales]),
NEXTYEAR(TI[OrderDate])
)
```

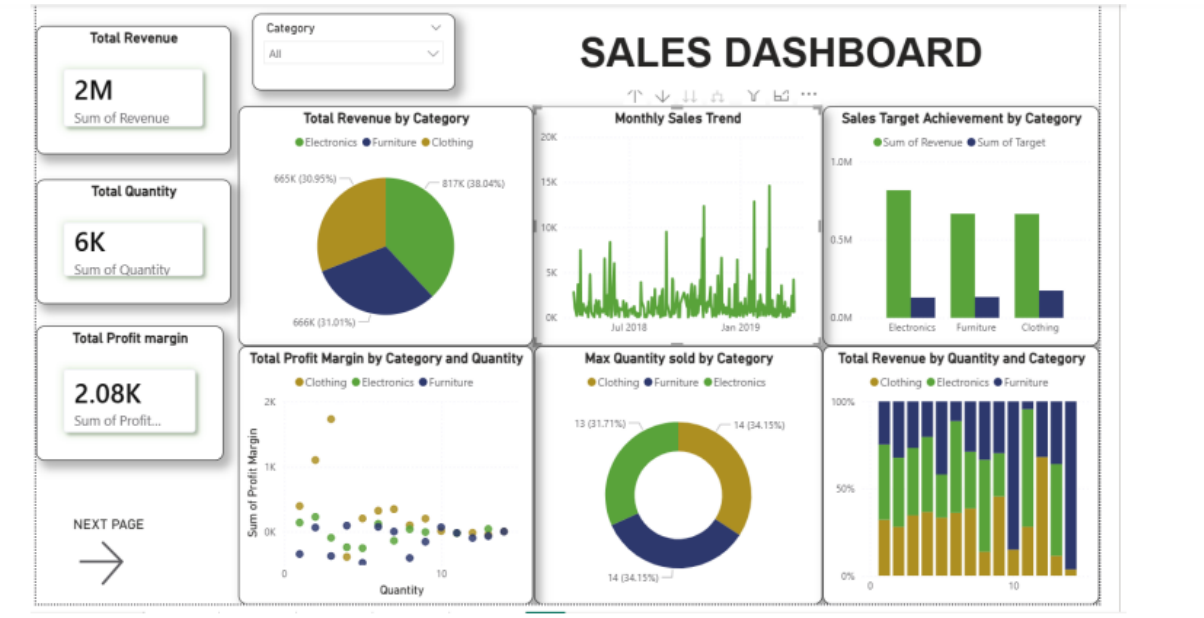
```
ll period Sales Last Month =
CALCULATE(
SUM(TI[Sales]),
PARALLELPERIOD(TI[OrderDate], -1, MONTH)
)
```

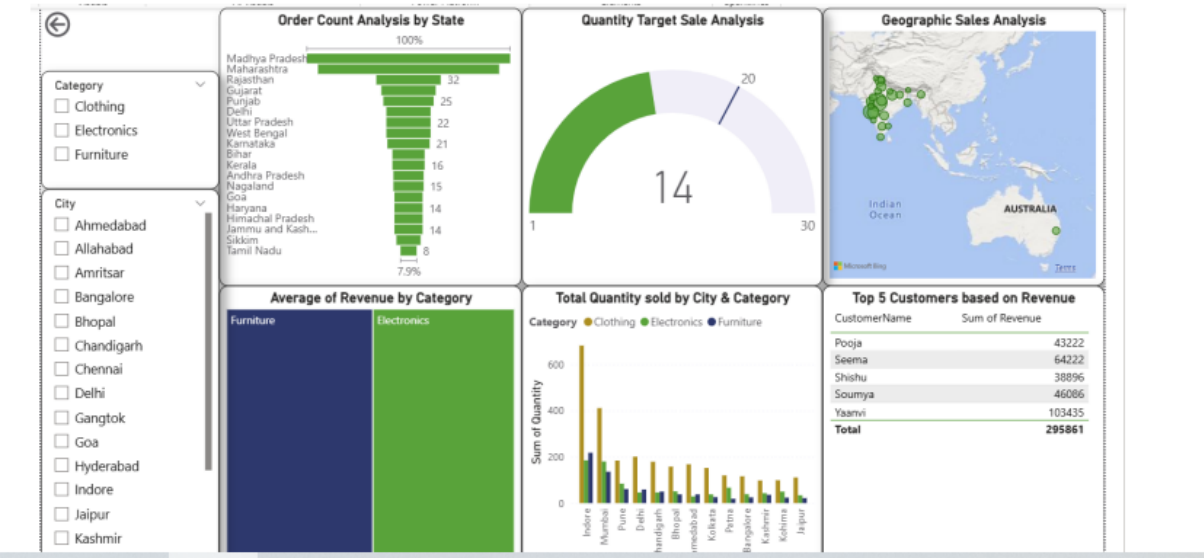
```
First Day = STARTOFMONTH(TI[OrderDate])
```

Growth Value:

```
YoY Growth Value =
VAR PrevYearSales =
    CALCULATE([Total Sales], SAMEPERIODLASTYEAR(TI[OrderDate]))
RETURN
IF(
    ISBLANK(PrevYearSales),
    0,
    [Total Sales] - PrevYearSales
)
```

Dashboard:





Key Insights:

Overall Performance

- Total Revenue: ~2M
- Total Quantity Sold: ~6K units
- Total Profit Margin: ~2.08K
  The business is generating strong revenue, but profit margin is relatively low, indicating possible high costs or pricing pressure.

Category-wise Insights

Revenue Contribution

- Electronics is the top revenue contributor (~38%)
- Clothing and Furniture contribute almost equally (~31% each)

Electronics is the primary growth driver.

Quantity Sold

- Quantity sold is almost evenly distributed across Clothing, Furniture, and Electronics
  Revenue differences are driven more by price/value, not volume.

Profit Margin

- Clothing shows higher profit margins at lower quantities
- Electronics has high revenue but relatively lower margins
  Clothing is more profitable per unit, Electronics is volume-driven.

Monthly Sales Trend

- Sales show an upward trend over time
- Multiple spikes, especially in later months
  Indicates seasonal demand or successful campaigns/promotions.

Target vs Actual Sales

- Electronics is closest to achieving its sales target
- Furniture and Clothing show a larger gap between target and actual
  Targets for non-electronics categories may be too aggressive or need marketing support.

Geographic & State-level Insights

Top States by Order Count

- Madhya Pradesh leads significantly
- Followed by Maharashtra, Rajasthan, Gujarat, Punjab
  Central and western India are strong sales regions.

Geographic Map

- Sales are concentrated in India
- Higher density in metro and tier-1 cities
  Opportunity to expand in low-penetration regions.

City-wise Performance

- Cities like Indore, Pune, Jaipur, Delhi show high quantity sales
- Electronics performs well across multiple cities
  City-level targeting can further boost category-specific sales.

Customer Insights

- Top 5 customers contribute a significant share of revenue
- One customer alone contributes ~10K+ revenue
  Revenue is partially concentrated → risk if key customers churn.