**DOCUMENTATION**

**ECOMMERCE SALES DATA ANLALYSIS**

**STEPS IN PROJECT**

* Problem Statement
* Important Data in MS SQL Server
* Connecting Power BI to Ms SQL DB
* Data Cleaning
* Data Processing
* Data Modelling
* Creating Date Table
* Data visualization
* Creating Dashboard
* Generating Insights

**PROBLEM STATEMENT**

A US Based Ecommerce sales company Wants us to create a Sales dashboard showing Information of YTD Sales and generating insights for below scenarios:

* Create a KPI Banner Showing YTD sales, YTD Profit, YTD Quality sold, YTD Profit Margin
* Find Year on Year growth for each KPI and show a YTD sparkling for each measure in the KPI to understand the monthly trend for each fact
* Find YTD Sales, PYTD Sales, YOY Sales growth for different customer category. Add a trend Icon for each Category
* Find YTD Sales Performance by each state
* Top 5 and Bottom 5 products by Sales
* YTD Sales by Region to know best and worst performing region all over country
* YTD Sales by shopping Type to get the best shipping type Percentage

POWER BI FUNCTIONALITIES WE WILL SEE

* How to Connect Power BI to MS SQL Server and Flat Files
* Data Modelling with three tables
* Data cleaning in Power Query
* How to create a Date Table in Power BI
* Time Intelligence function (TOTALYTD, SAMPERIODLASTYEAR, etc)
* Creating Dynamic and Complex KPI’s
* Basic to Advanced Dax Queries
* Conditional Formatting’s, Adding dynamic icons in Power BI
* Different DAX functions like Calculate, Sum, Sumx, Filter, Values, Selectedvalue, return, concatenate, divide, var, etc
* Creating different charts, maps and formatting then
* Generating insights from charts
* Exporting the Report