SIDDHARTH ASSOCIATES – IMPORT ANALYSIS PROJECT

1. Project Overview
This project analyzes Siddharth Associates' import performance using Power BI dashboards.
Objectives:
- Track yearly import value
- Evaluate duty paid
- Measure YoY growth
- Analyze categories, suppliers, and unit economics

2. Data Model
- Constructed Calendar table
- Linked Calendar[Date] → Sheet1[DATE]
- Created DAX measures:
Total Imports, Duty Paid, LY Imports, YoY Growth %, Supplier counts

3. Dashboards Developed
Dashboard 1 – Import Trend
- KPIs: Total Imports, Duty Paid, YoY Growth
- Line chart: Imports vs Duty Paid

Dashboard 2 – Category & Supplier
- Category Drilldown
- Top suppliers
- Active vs Churned suppliers

Dashboard 3 – Unit Economics
- Bubble chart (Capacity vs Unit Cost)
- Model analysis

4. Insights
- Imports grew strongly until 2023
- Stationery & Containers dominate categories
- Few suppliers contribute majority share
- Unit cost variation influenced by capacity & model

5. Conclusion
The dashboard helps track financial indicators, optimize purchasing, and improve supplier
management.