

Perfetti van Melle (PVM) Report - Power BI Solution

Overview

This Power BI solution is designed to provide comprehensive insights into PVM's production facility in Turkey, its export operations, and sales/demand trends across multiple regions. The report also includes exploratory data analysis to uncover deeper insights and patterns.

Prerequisites

Before running the PVM_Report.pbix file, make sure you have the following:

1. **Power BI Desktop:** Download and install [Power BI Desktop](#) to view and interact with the report.
2. **Data Packaged with the Report:** All necessary data is included in the Data folder packaged with this report, so no external connections are required.

Steps to Run the Report

1. Download the PVM Report File

Ensure that both the PVM_Report.pbix file and the Data folder are saved locally on your computer in the same directory.

2. Open the File in Power BI

- Launch **Power BI Desktop**.
- Go to **File > Open**.
- Browse and select the PVM_Report.pbix file.

3. Refresh Data (Optional)

If you wish to update the visuals with any new data files added to the Data folder:

- Click on the **Refresh** button in Power BI to reload the data.

4. Explore the Report Pages

The report contains four key pages:

- **EDA (Exploratory Data Analysis):** This section provides an analysis of the data to uncover trends and patterns across various countries/regions.
- **Top 10 Countries | Regions:** Displays the top 10 countries/regions in terms of production volume, providing insights into PVM's strongest markets.
- **Top 5 Best Selling Products:** Highlights the five best-selling PVM products, showcasing the company's top-performing items across different markets.
- **Trends | Dependencies | Recommendations:** Identifies key sales and demand trends, explores dependencies between variables, and offers data-driven recommendations for improving production/sales strategies.

Further explanations are found in each report page.

Troubleshooting

- **Data Not Loading:** Ensure that the Data folder is placed in the same directory as the PVM_Report.pbix file. Power BI will automatically locate the necessary files if they are correctly packaged.

Conclusion

This Power BI report is built to deliver detailed insights into PVM's production operations and sales performance across diverse countries/regions. By following the steps above, you will be able to explore the data, generate insights, and customize the report to suit your specific needs.

If you encounter any issues or need further assistance, feel free to reach out.