**Individual Assignment by Okan Uludag**

**Modalities of Meat Transactions between Countries**

The aim of this report/dashboard is to provide a comprehensive analysis of meat transactions between countries, focusing on volume, prices, and trade dynamics. The data storytelling aims to uncover patterns, identify top and bottom performers, and highlight significant trends over time. The goal is to enable stakeholders to make informed decisions regarding the meat trade.

**Report Structure**

The report is structured into four main sheets: Volume per Country, Meat Type, Profitability, and Volume Analysis. This structure allows for a systematic exploration of different aspects of the data, providing a holistic view of the meat transactions. The sheets are organized in a logical flow, starting from an overview of volume per country, diving into meat types, analyzing profitability, and concluding with a detailed volume analysis.

Visualizations

**Bubble Sized Map:** This visualization is chosen to compare the volume of meat exported by different countries. The bubble sizes represent the volume, allowing for quick visual identification of the highest and lowest volumes. This helps stakeholders understand the distribution of meat exports across countries.

**Tree Map:** The tree map is used to compare the volume of meat imported by different countries. It provides a visual representation of the volume proportions, highlighting the largest and smallest importers. This helps stakeholders grasp the import dynamics across countries.

**Card Visual:** The card visual is selected to present the total amount of meat exported/imported by different countries. It provides a concise summary of the overall volumes, allowing stakeholders to quickly assess the scale of transactions for each country.

Doughnut Chart: The doughnut chart is used to showcase the total cost for each type of meat exported/imported. This visualization allows for a clear comparison of cost proportions among meat types, helping stakeholders understand the contribution of each meat type to the total cost.

**Combined Line Column Chart:** This visualization combines a line chart and a column chart to present the volume and average meat price. The combination allows stakeholders to observe the relationship between volume and price trends over time, facilitating insights into market dynamics and potential price impacts.

Scatter Plot: The scatter plot is chosen to visualize the relationship between profit and volume of meat transactions. The plot helps stakeholders identify patterns and correlations between profit and volume, enabling them to understand the impact of transaction volume on profitability.

**Funnel Plot:** The funnel plot is used to demonstrate the profitability of exporting meat per country. It presents a ranking of countries based on profit, highlighting the top performers. This visualization enables stakeholders to quickly identify countries with high-profit potential in the meat trade.

**Line Chart:** The line chart showcases the trends in meat prices over time for specific countries. By tracking price fluctuations, stakeholders can gain insights into market conditions and make informed decisions. Specific days are highlighted to draw attention to significant fluctuations in volume and their corresponding impact on the meat trade.

Technical Analysis

The technical analysis is conducted based on the given data and the calculations performed using DAX measures. The accuracy of the analysis is ensured through rigorous validation of the data, review of DAX formulas, and cross-checking.