Course Assignment

For the course: Analytics and Reporting with Power BI

Complete the task using PowerBI and use the Adventureworks Datawarehouse (ADW) as your main data source. AHG is a company with database called AdventureWorks data warehouse.

Business Requirements

Question 1

AHG company would like to know the most profitable Customers within its online sales channel (Internet Sales), in order to inform their campaign strategies

As the Insight Analyst, you have been requested to:

a) Create 3 segments based on the value of profit per customer. Name the segments Low Profitable (<=400), Mid Profitable (<1000) and High Profitable (>=1000).

b) Analyse the financial contribution of each Segment - (i.e. order quantity, cost, revenue, profit) based on Gender, Marital Status, Education, occupation per segments.

c) Which country and city are the most profitable, assuming the currency value is the same across the world?

d) Which sales reason is driving the largest volume sales and revenue?

Question 2

Over the years AHG has expended a huge portion of their budget in improving their sales channels performance. You have been hired to provide a self-updating decision engine (Management Insight Report that can be updated when new data comes in) that would allow them to track performance across the sales channels at the click of a button.

Question 3

AHG is interested in understanding the best mix of campaign channel to adopt in order to optimise their campaign spend. Please provide visualisation to support the marketing department effort.

Question 4

You have been requested to develop a BI visualisation that would allow business users to understand the top 5 sales reason driving sales performance.

Submission Instructions

1.   Submission requirement

Please submit the pbix file for the Power BI assignment.

2.   Email address for submission:

To: trainingsupport@pairview.co.uk
Cc: admin@pairview.co.uk

1. **Assignment deadline**
   - Please refer to the email to which this document was attached.

2. **Pairview Training Support contact details:**
   - To: trainingsupport@pairview.co.uk
     Cc: admin@pairview.co.uk
   - Please email us your query/problem first. Please attach a screenshot of what happened if it is regarding a technical issue. This helps us diagnose the cause of your problems to advise you more quickly and efficiently. We will try our best to respond to you within 24 hours of receiving your email.
   - Available from Monday to Friday, from 9am to 5pm

   We wish you all the best with your learning and career development.