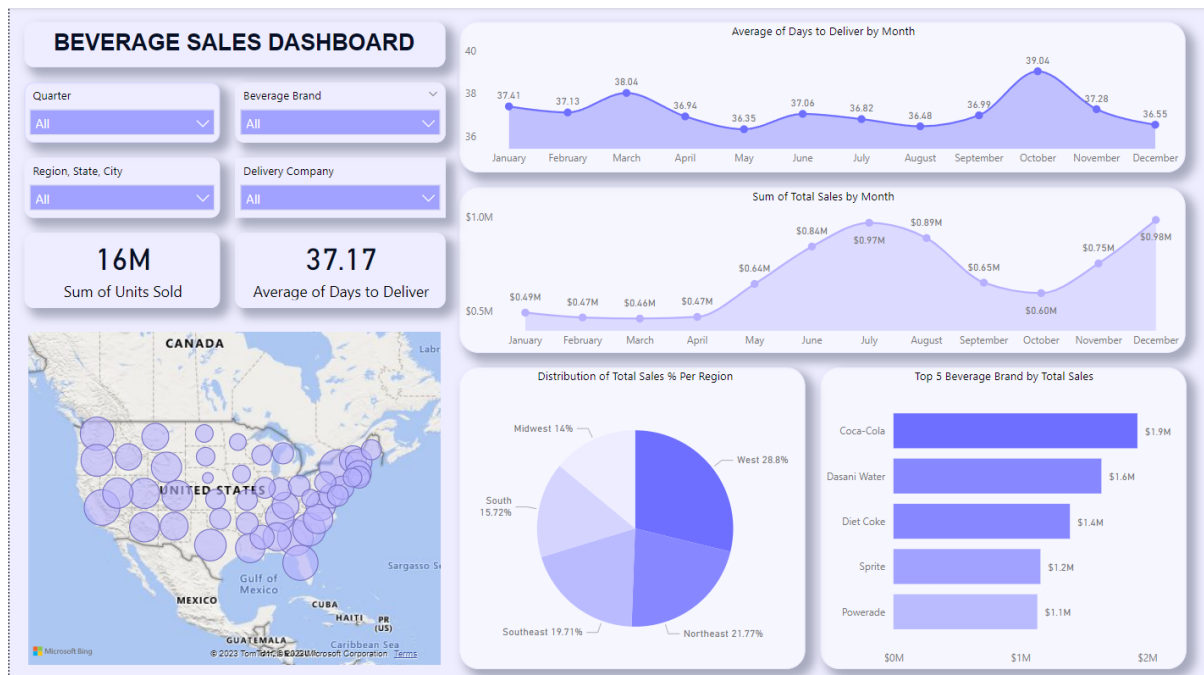


Beverage Company Dashboard

Power BI Report by Pranjal Dhamane
Roll no. 403

Assigned by Prof. Awesh Bhoryna
PowerBI SEM-III Case Study

Snapshot of the entire dashboard



This case study was made by Pranjal Dhamane

We have used the Beverage Company Dataset that we found online and we made this dashboard using that

To build this dashboard, we defined 5 questions that we needed to answer using the dashboard

For each question, we formed a visualisation and added Key Findings and Consideration for Action aka. Inference that we stated.

We've also added slicers for filtering

We've also added Card Visuals for a quick overview at Unit Sold and Average Days to Deliver

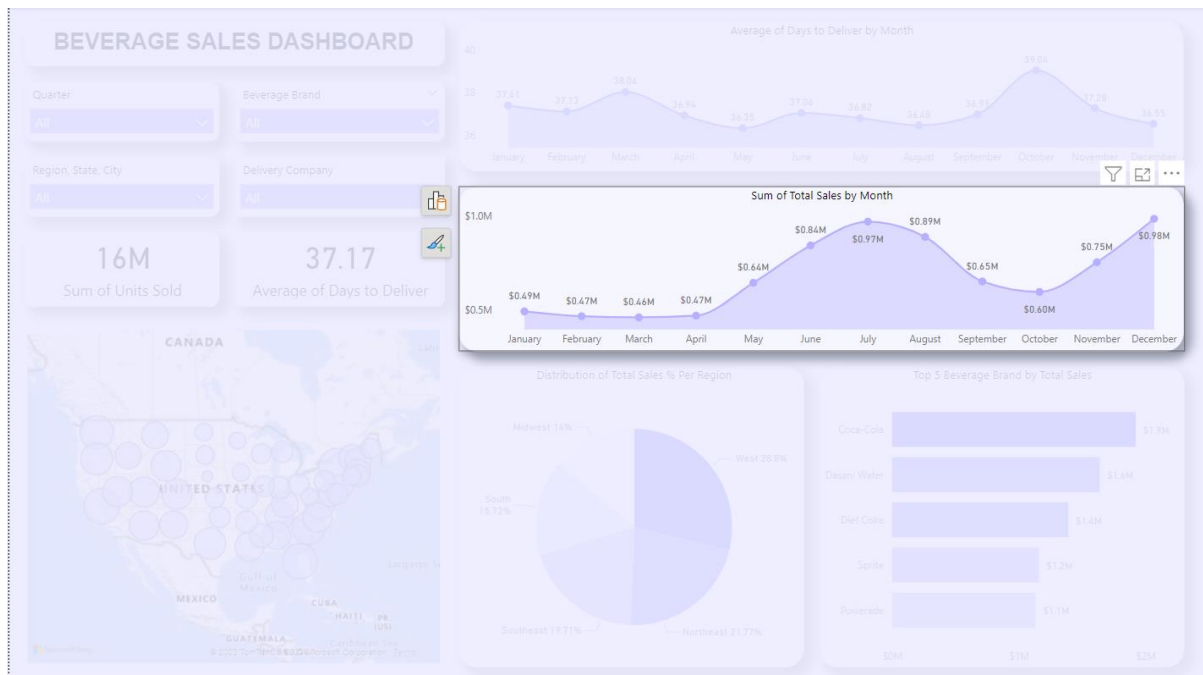
(hint: it is better for when you're drilling down on the data)

The 5 questions that we defined are as follows:

1. What is the overall trend in total sales over time?
2. Which region has the highest total sales?
3. What are the top 5 beverage brands by total sales?
4. What is the average delivery time by delivery company?
5. Which city has the highest total sales in each state?

1. What is the overall trend in total sales over time?

Visualization: Line chart



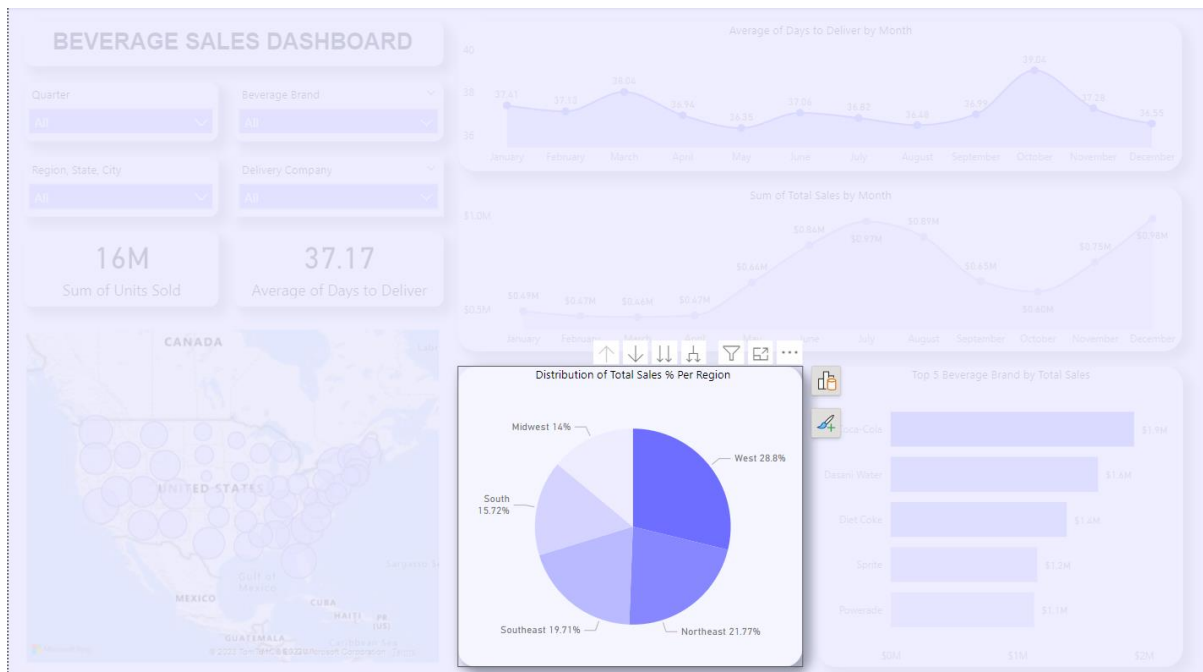
Key Findings:

- The line chart illustrates the total sales over Month.
- Sales have been steadily increasing, with a noticeable spike during the middle of the year and the end.
- This indicates positive revenue growth and potential seasonality in sales with a slight decline during September and October

Considerations for Action:

- Investigate the factors contributing to the spike during the mid of the year and end on the year, such as marketing campaigns or seasonal promotions.
- Investigate why the sales were low during the start of the year and why it fell after the spike during the mid-year.

2. Which region has the highest total sales?



Visualization: Pie chart

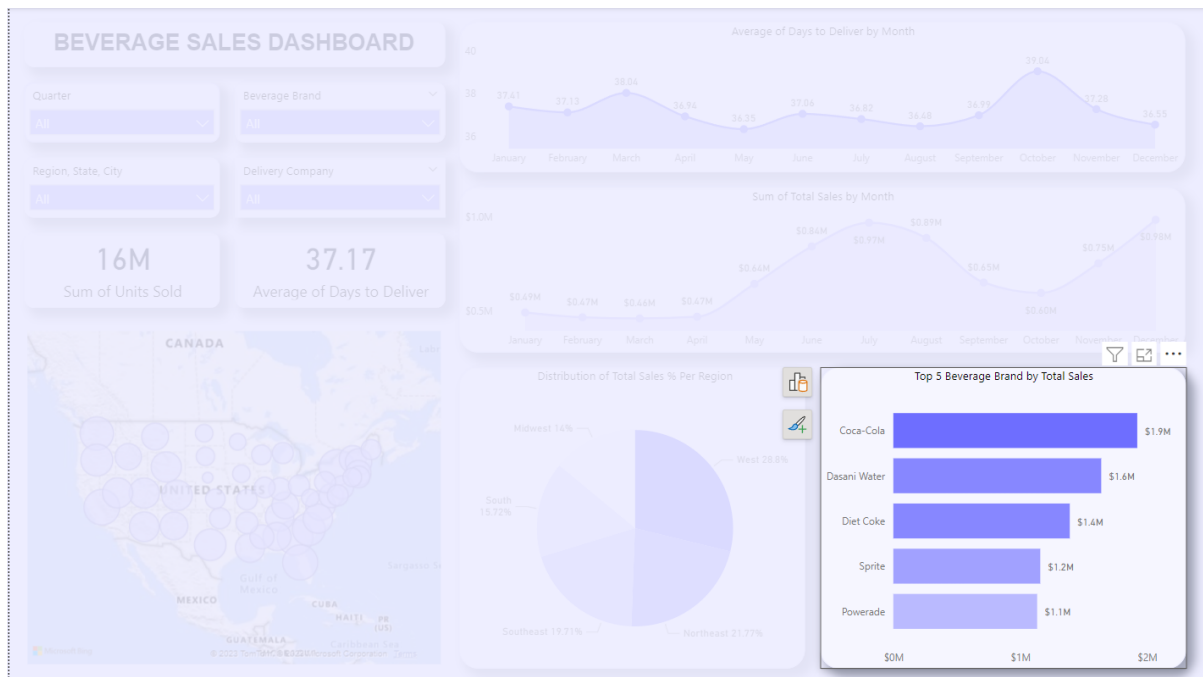
Key Findings:

- The pie chart provides a visual representation of the distribution of total sales by region.
- The West region stands out as the clear leader in terms of total sales, capturing the largest share of the pie.
- The Northeast and Southeast regions also demonstrate healthy sales figures, although they are notably smaller than the West region's share.

Considerations for Action:

- Given the dominance of the West region in total sales, it is essential to continue allocating resources and marketing efforts to maintain its growth and market share.
- While the Northeast and Southeast regions perform well, exploring opportunities for further growth in these regions is advisable.
- Special attention should be given to the Midwest region, which currently has a smaller share. Analyze the reasons for its lower sales and develop strategies to enhance performance in this area.

3. What are the top 5 beverage brands by total sales?



Visualization: Bar chart

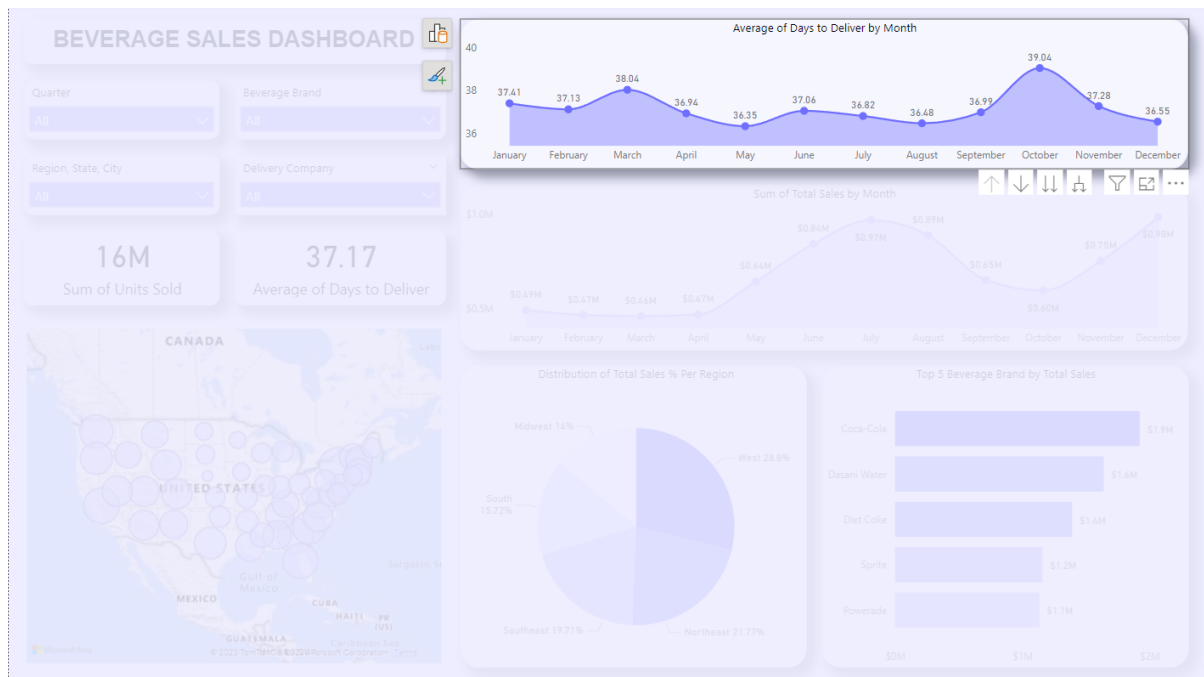
Key Findings:

- The bar chart presents the top 5 beverage brands by total sales.
- "Coca-Cola" is the leading brand with the highest sales, followed by "Dasani Water" and "Diet Coke"
- These top brands significantly contribute to total revenue.

Considerations for Action:

- Analyze the marketing and distribution strategies of top-performing brands to replicate success.
- Continue to promote and invest in these brands to maintain their market share.

4. What is the average delivery time by delivery company?



Visualization: Line chart

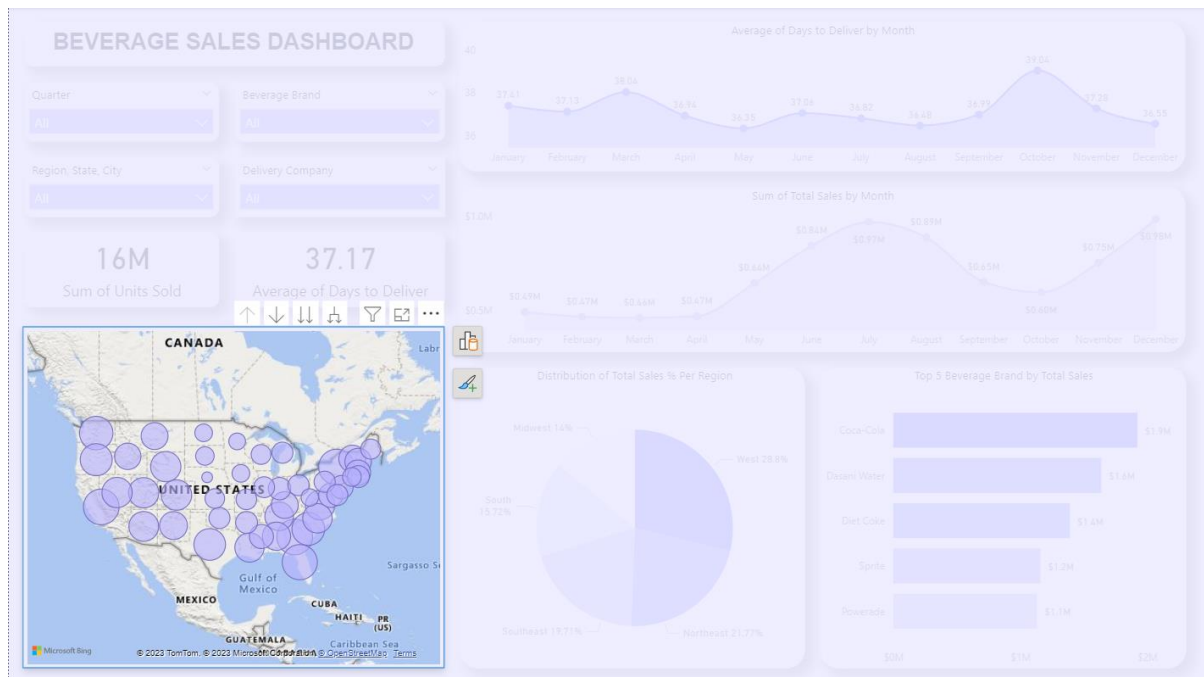
Key Findings:

- The line chart presents the overall average delivery time by month.
- It reveals the variations in delivery times over the months.
- The trend analysis helps identify the seasonality or patterns in delivery performance.

Considerations for Action:

- Investigate the reasons behind the fluctuations in delivery times and identify areas for improvement.
- Explore potential factors, such as seasonal demand changes, and optimize delivery routes and processes to ensure consistent and efficient deliveries throughout the year.
- Pay close attention to the months with longer delivery times to address any operational challenges and improve customer satisfaction.

5. Which city has the highest total sales in each state?



Visualization: Drill-through map

Key Findings:

- The map allows drilling down from the state level to identify cities with the highest sales.
- It reveals that in each state, different cities lead in total sales.
- Understanding city-level performance can aid in localized marketing strategies.

Considerations for Action:

- Target specific cities with tailored marketing campaigns and promotions.
- Explore opportunities for supply chain optimization based on high-performing cities.
