

# Data Modelling and Reporting

## Business Description

ABC Automobile is a manufacturing company that sells all kinds of automobiles and lately they have been noticing that some areas are performing better than others. As of now, the company does not have any data tools that offer some transparency to the managers making this process quite tedious. After some deep evaluation and feasibility process, the managers at ABC Automobile decided to reach out to DMC to help them build a Data Driven solution which will help them understand sales trend and come up with better future strategies for sales growth.

## Solution

The company has decided to deliver a Sales Dashboard using Power BI technology. DMC suggested creating the dashboards on Power BI for better insights and self-service capabilities. ABC Automobile would like that the Power BI Dashboard is published on a workspace in the Power BI Service so that the managers can share and edit as they wish. The company together with DMC have gathered a list of parameters and Key performance indicators (KPIs) that they would like to be existent in the Power BI Dashboard.

## Parameters and Filters

- ❖ Ability to select a date period based on years, months, or days.
- ❖ Ability to filter by customer, product, and country.

## Key Client Requirement

- ❖ Which period had the most sales in a specific year?
- ❖ Which country is seeing the most success?
- ❖ Which product category should the company continue to invest in?
- ❖ What is our Sales trend? Comparison of current year sales with prior year sales  
Create a measure to compare YOY sales. (Naming – **YOY**)
- ❖ What are the Total Sales per Customer? Manager should be able to slice and dice the data by product line, product category and city. (Hint: Use Parameterized field)
- ❖ Average for disputed Sales for 2003 and 2005 group by country using DAX.
- ❖ Customer's segmentation based on Territory, deal size, total sales in last 2 year.