

This project was made as a learning tool for me to practice and overview many different Power BI features. It was made as a self-assignment through the use of many tutorials and the official Microsoft Power BI documentation.

## Project Statement

This project statement and datas come from the Data Tutorial YT channel's video:

<https://www.youtube.com/watch?v=-TErGczFxUs>

A US based e-commerce sales company wants us to create a Sales Dashboard showing information on YTD (year-to-date) sales and generate insights for the following scenarios:

- Create a KPI (key performance indicator) Banner showing YTD sales, YTD profit, YTD quantity sold, YTD profit margin
- Find Year on Year growth for each KPI and show a YTD sparkline for each measure in the KPI to understand the monthly trend for each fact
- Find YTD sales, PYTD (previous year to year) sales, YoY sales growth for different customer category. They want us to add a trend icon for each category
- Find YTD sales performance by each State
- Top 5 and bottom 5 products by sales
- YTD sales by region to know best and worst performing region all over country
- YTD sales by shipping type to get the best shipping type percentage

## Features and Tech

- Integration between Power BI and CSV
- Data Modelling (i.e. formats and regionality)
- Data cleaning using Power Query
- Power BI's date tables
- Use of Time Intelligence Function
- Dynamic KPI
- Use of DAX queries and function
- Conditional formatting (i.e. dynamic icons)
- Data visualization (tables, charts, and maps)
- Generation of insights from charts
- Report generation