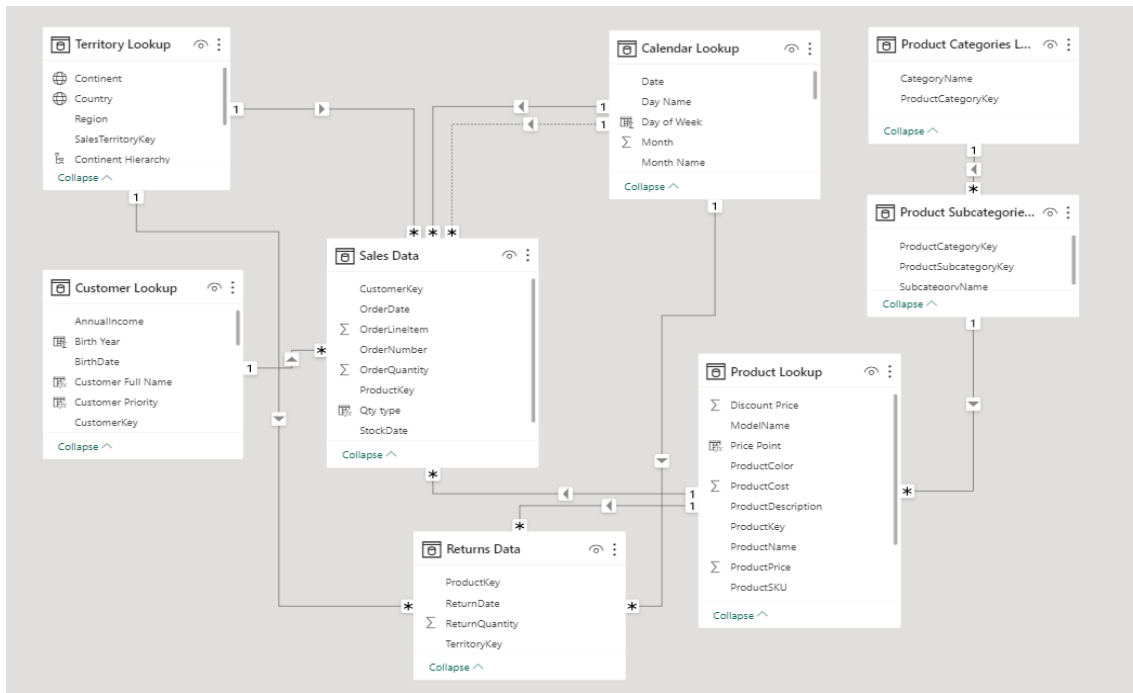# ADVENTURE WORKS BIKE SHOP

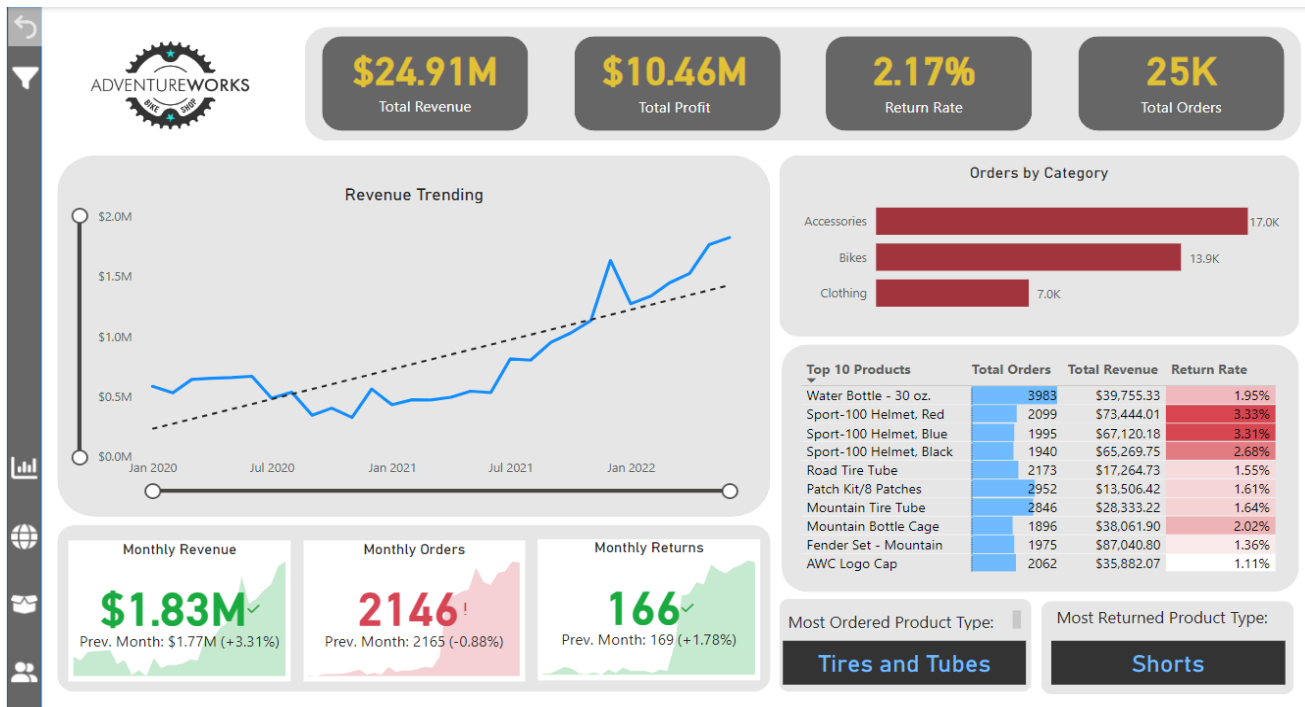**Tools Used :** Power BI, Excel

➢ **Datasets (CSV) are imported to Power BI one by one and necessary cleaning is performed for each table.**
➢ **Data is modelled by establishing necessary relationship between tables.**
➢ **Fact Tables :**
   ❖ **Sales Data**
   ❖ **Returns Data**

➢ **Dimension Tables:**
   ❖ **Customer Lookup**
   ❖ **Territory Lookup**
   ❖ **Calender Lookup**
   ❖ **Product Categories Lookup**
   ❖ **Product SubCategories Lookup**
   ❖ **Product Lookup**
➢ **Necessary Measures are created using DAX which includes aggregation, Time Intelligence, Statistical, Logical, Filter Functions etc.**
➢ **Finally data is visualized by incorporating various chart types to analyze different types of data.**
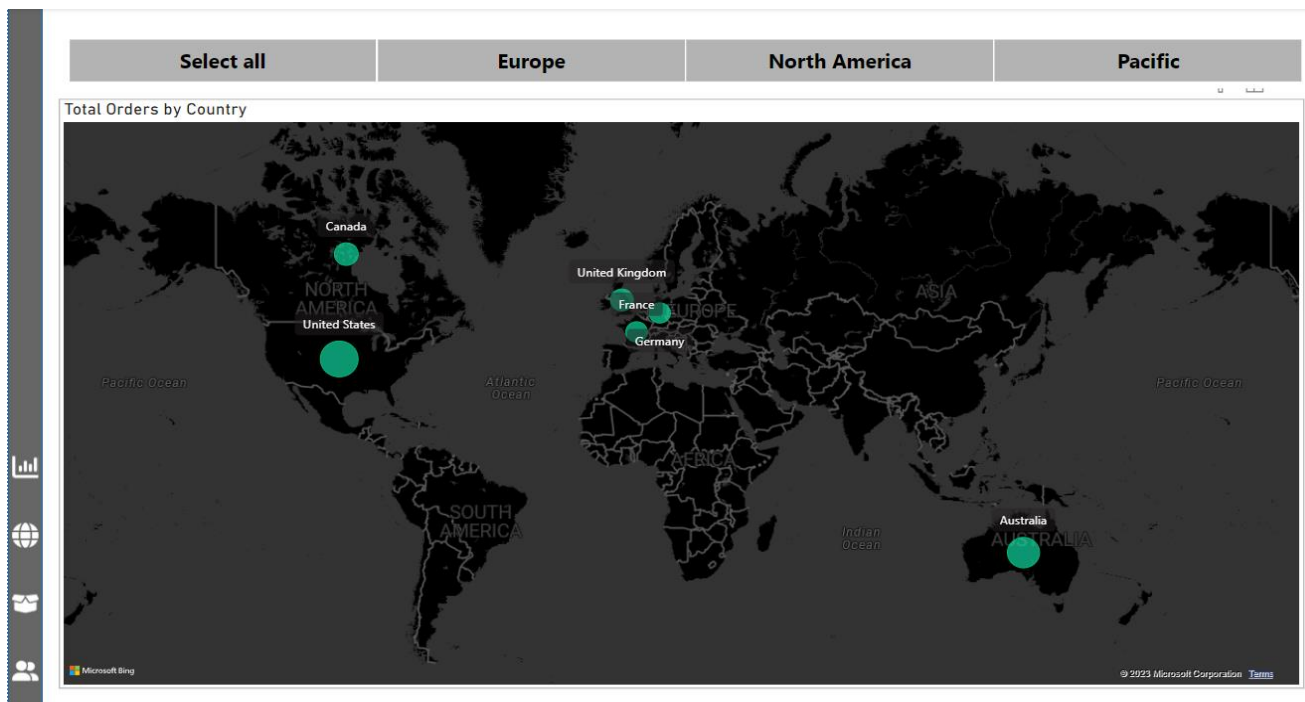➢ **Incorporated drill up & down, drill through, bookmarks, navigations, customized tooltips etc.**
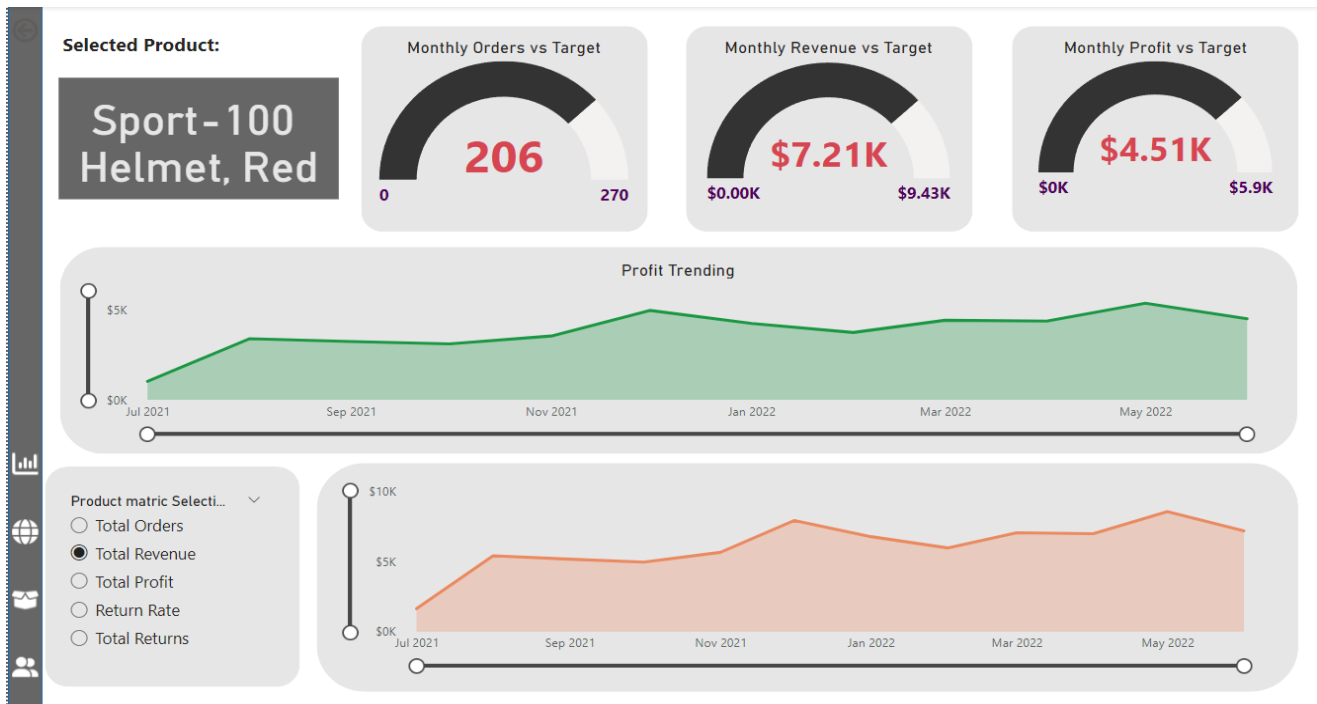
Model View

Dashboards:

> ## Executive Dashboard

> ## Maps

➤ Product Details

Selected Product:

Sport-100 Helmet, Red

Monthly Orders vs Target

206

0   270

Monthly Revenue vs Target

$7.21K

$0.00K $9.43K

Monthly Profit vs Target

$4.51K

$0K $5.9K

Profit Trending

$5K

$0K

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022   May 2022

Product matric Selecti... ▾
- ○ Total Orders
- ● Total Revenue
- ○ Total Profit
- ○ Return Rate
- ○ Total Returns

$10K

$5K

$0K

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022   May 2022

➤ Customer Details

17K
Total customers

$1.43K
Revenue per Customer

Total customers	Revenue per Customer

Revenue per Customer

● Total customers ● Revenue per Customer

4K

2K

0K

Jan 2020   Jul 2020   Jan 2021   Jul 2021   Jan 2022

Orders by Income Level

High 2.83K

Average 11.60K

Low 10.27K

Orders by Occupation

Management 4.06K

Professional 7.77K

Skilled Man... 5.95K

Top 100 Customers

CustomerKey	Full Name	Total Orders	Total Revenue
11433	Mr. Maurice Shan	6	$12,407.95
11439	Mrs. Janet Munoz	6	$12,015.40
11241	Mrs. Lisa Cai	7	$11,330.45
11417	Mrs. Lacey Zheng	7	$11,085.75
11420	Mr. Jordan Turner	7	$11,022.40
11242	Mr. Larry Munoz	7	$10,852.03
13263	Mrs. Kate Anand	4	$10,436.51
12655	Mr. Larry Vazquez	4	$10,394.98
11425	Mrs. Ariana Gray	6	$10,391.43
12631	Mr. Clarence Gao	4	$10,331.73
12650	Mr. Aaron Wright	4	$10,329.23
13405	Mr. Ethan Bryant	4	$10,308.52
11429	Mr. Marco Lopez	6	$10,289.69
12632	Mrs. Bonnie Nath	4	$10,282.91
11245	Mr. Ricky Vazquez	4	$10,165.92
11237	Mr. Clarence Anand	4	$10,065.01
11428	Mrs. Deanna Perez	4	$9,761.60
11427	Mrs. Desiree Dominguez	4	$9,717.65
11423	Mrs. Jasmine Stewart	4	$9,716.99

2020   2022

Top Customer By Revenue:

Mr. Maurice Shan

Orders: Revenue:

6   **12K**

ⓘ *Among Customers in Skilled Manual roles in 2022, Mr.Ruben delivered a revenue of $4683.*