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| **Power BI** Project Details | | |
| **Index** | **Heading** | **Description** |
| 1 | **Overview:** | TechnoEdge deals with diverse products, reflected in columns like Order and Product ID, Category, and Sub-Category. Key sales metrics like Sales, Quantity, Discount, and Profit can inform performance analysis. A report with summary, customer, and product pages can help identify improvement areas, with insights on customer lifetime value, retention rate, and product performance. |
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| 2 | **Skill Pre-requisite:** |  |
|  | **1** | Solid understanding of data visualization and analysis concepts |
|  | **2** | Experience with data modeling and ETL processes |
|  | **3** | Proficiency in Power BI tools such as Power Query, Power Pivot, and Power View |
|  | **4** | Ability to collaborate with stakeholders |
|  |  | To become a successful Power BI developer, it is essential to have a strong foundation in data analysis and visualization concepts, as well as experience with data modeling and ETL processes. In addition, proficiency in Power BI tools such as Power Query, Power Pivot, and Power View is crucial, as is proficiency in programming languages. Ability to collaborate effectively with stakeholders are also key requirements. |
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| 3 | **System Pre-requisite:** |  |
|  | **1** | Operating System: Windows 10, Windows 8.1, Windows 8, or Windows 7 Service Pack 1 (32-bit and 64-bit) |
|  | **2** | Processor: 1 GHz or faster x86 or x64-bit processor |
|  | **3** | RAM: 1 GB (32-bit) or 2 GB (64-bit) RAM |
|  | **4** | Hard Disk Space: 1 GB available disk space |
|  | **5** | Display: 1024 x 768 resolution |
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| 7 | **Tasks: (Power BI)** |  |
|  | **A** | **Installation** |
|  |  | Downloading Power BI Desktop. |
|  | **B** | **Data Cleaning** |
|  |  | Power BI's Power Query can be used for data cleaning, which involves transforming, filtering, and manipulating data to prepare it for analysis. |
|  | **C** | **Data view** |
|  |  | Display all geographical datasets in Power BI along with their corresponding data categories, such as city, country, state, and region. |
|  | **E** | **Visual Insights** |
|  |  | Power BI needs DAX functions for visual insights, which manipulate and aggregate data to reveal hidden patterns. Mastering DAX is key to creating compelling visualizations. |
|  | **F** | **Published Report** |
|  |  | Power BI reports can be published and shared with others, making it easy to collaborate and work with others on data analysis projects. |
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| 8 | **Objectives** |  |
|  | **1** | To analyze sales data for TechnoEdge company across different regions, countries, and product categories. |
|  | **2** | To identify trends and patterns in sales data that can help improve business performance. |
|  | **3** | To understand customer behavior and preferences based on their buying patterns. |
|  | **4** | To identify high-performing products and product categories, as well as underperforming ones. |
|  | **5** | To monitor key sales metrics such as sales, profit, and profit margin, and identify areas for improvement. |
|  | **6** | To create reports and visualizations that can help stakeholders make informed decisions about sales and marketing strategies. |
|  |  | Overall, the objective of the TechnoEdge sales dataset is to provide valuable insights into the company's sales performance and help identify areas for improvement, so that the company can optimize its sales and marketing strategies and improve its bottom line. |
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| 9 | **Project Summary** | Explore TechnoEdge sales data to improve decision-making by analyzing trends and patterns in orders, customers, products, and profits. |

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|  | **Page Alignment** |  |  |
| **1** | Page Size |  | 16.9 |
|  |  |  |  |
| **2** | Page View |  | Fit to page |
|  |  |  |  |
| **3** | Font |  | Segoe UI Light |
|  |  |  |  |
| **4** | Title Font Size |  | 16 |
|  |  |  |  |
| **5** | Background |  | Background Image |
|  |  |  |  |
| **6** | Color Code Used |  |  |
|  |  |  | #00425A -Page Background  #187A6B - Title Background #FFFFFF – Text Color  #044B5C -Visual Background |
|  |  |  |  |
| **7** | Visuals Used |  |  |
|  |  |  | Cards |
|  |  |  | Slicer |
|  |  |  | Column\Bar Chart |
|  |  |  | Line Chart |
|  |  |  | Scatter Chart |
|  |  |  | Donut Chart |
|  |  |  | Pie Chart |
|  |  |  | Table |