

WiseAnalytics

Assignment: Power BI Visualization & Dashboard Development

Objective:

The goal of this assignment is to assess your ability to clean and transform data, build meaningful visualizations, create an interactive Power BI dashboard, and derive insights that can be used for decision-making.

Datasets:

Use one of the following datasets from WiseAnalytics:

1. Superstore Sales Dataset:

- Order Details: Order ID, Order Date, Ship Date
- Customer Details: Customer Name, Customer Segment
- Product Details: Category, Sub-Category, Product Name
- Sales Data: Sales Amount, Profit, Discount, Quantity
- Geography: Region, State

2. E-commerce Customer Behavior Dataset:

- User Activity: Session ID, Time Spent, Pages Visited
- Purchase Behavior: Products Viewed, Added to Cart, Purchased
- Customer Details: Age, Location, Device Type
- Transaction Data: Order Amount, Payment Method, Shipping Time

Assignment Guidelines:

1. Load the dataset into Power BI and ensure correct data types.
2. Handle missing values, duplicate records, and inconsistencies.
3. Create the following Power BI visuals:
 - KPI Cards: Total Sales, Profit, and Quantity
 - Line Chart: Monthly sales trends
 - Map: Profit distribution across regions
 - Bar Chart: Top & bottom products by profit
 - Scatter Plot: Impact of discounts on profit margins
4. Add slicers for Date Range, Region, Customer Segment, and Product Category.
5. Implement drill-through or tooltip features.
6. Summarize key insights and provide business recommendations.

Submission Guidelines:

- Deliverables:
 1. Power BI (.PBIX) file
 2. A short report (2-3 pages) summarizing key insights
 3. Screenshots of the final dashboard
- Deadline: 2 days from assignment issuance
- Evaluation Criteria:
 1. Data cleaning & transformation
 2. Dashboard design & visualization effectiveness
 3. Interactivity & usability
 4. Insights & business recommendations

Note:

If you have any additional insights or views, feel free to add them to enhance the analysis. Creativity and deep insights will be highly valued.