



Bloombasket Sales

Satinder Kaur



A stylized, dark grey leaf graphic with several pointed leaves, located in the top left corner of the slide.

Agenda

Two decorative white arcs, one larger and one smaller, overlapping each other in the bottom left corner of the slide.

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PROBLEM STATEMENT

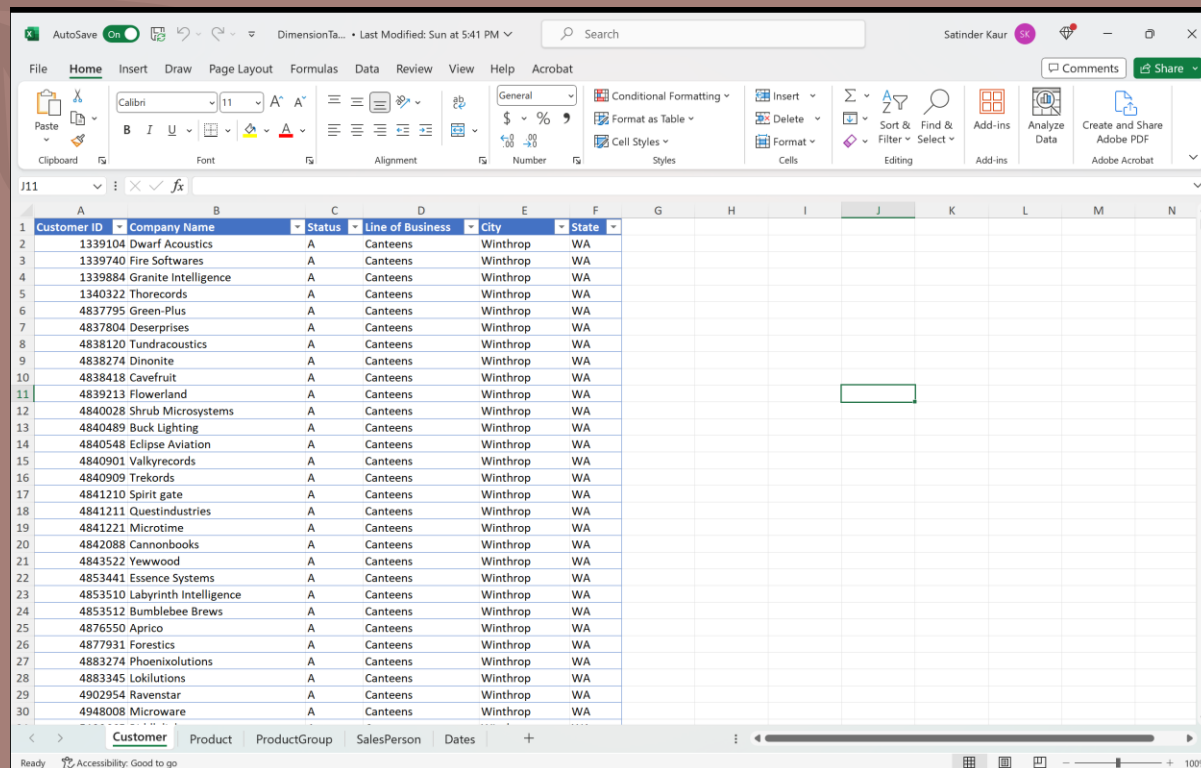
A Bloombasket Sales company has the sales for the last 3 years and they want to analyze it now. There is a Dimension Data where there is a list of companies and their line of business. There are 3 years of sales data. There is also a Target Data.



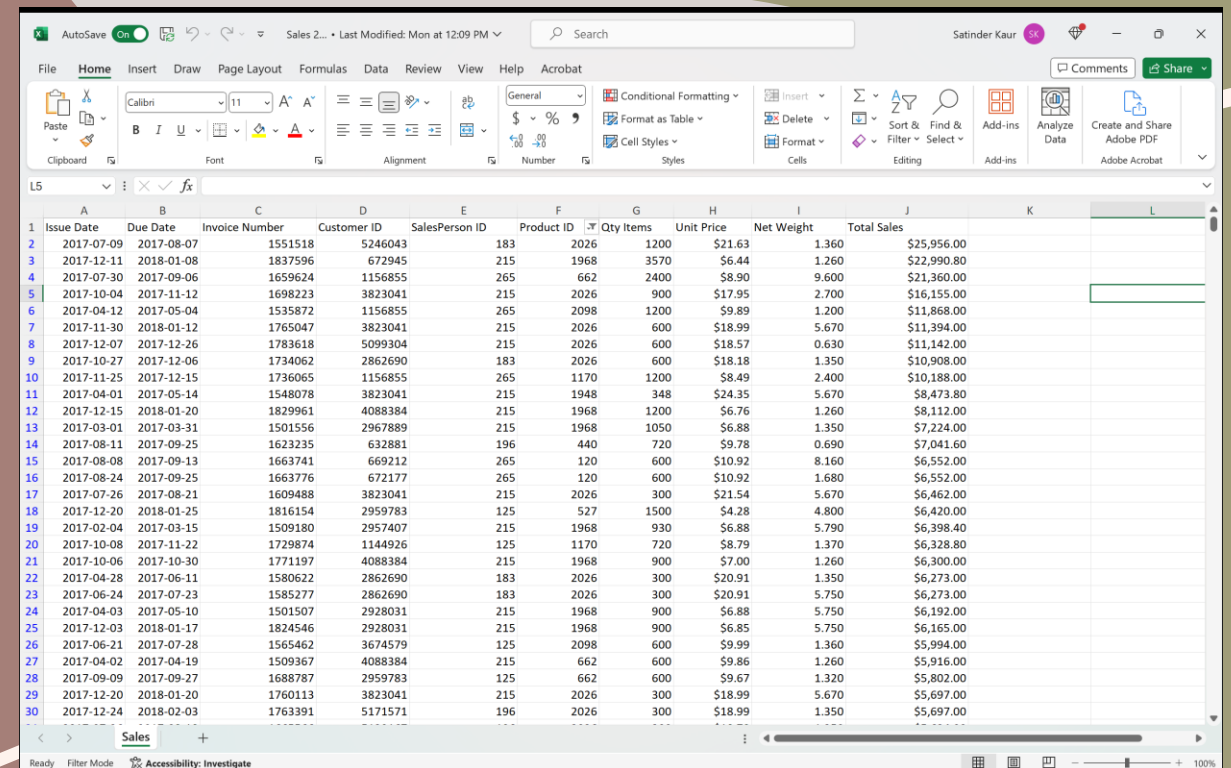
Data Set

The Data Set is

<https://drive.google.com/drive/folders/1luZyEBR2s64N0mlynwLZKLCWTIKClvP?usp=sharing>



Customer ID	Company Name	Status	Line of Business	City	State
1339104	Dwarf Acoustics	A	Canteens	Winthrop	WA
1339740	Fire Softwares	A	Canteens	Winthrop	WA
1339884	Granite Intelligence	A	Canteens	Winthrop	WA
1340322	Thorecords	A	Canteens	Winthrop	WA
4837795	Green-Plus	A	Canteens	Winthrop	WA
4837804	Deserprises	A	Canteens	Winthrop	WA
4838120	Tundracoustics	A	Canteens	Winthrop	WA
4838274	Dinonite	A	Canteens	Winthrop	WA
4838418	Cavefruit	A	Canteens	Winthrop	WA
4839213	Flowerland	A	Canteens	Winthrop	WA
4840028	Shrub Microsystems	A	Canteens	Winthrop	WA
4840489	Buck Lighting	A	Canteens	Winthrop	WA
4840548	Eclipse Aviation	A	Canteens	Winthrop	WA
4840901	Valkyrecords	A	Canteens	Winthrop	WA
4840909	Trekords	A	Canteens	Winthrop	WA
4841210	Spirit gate	A	Canteens	Winthrop	WA
4841211	Questindustries	A	Canteens	Winthrop	WA
4841221	Microtime	A	Canteens	Winthrop	WA
4842088	Cannonbooks	A	Canteens	Winthrop	WA
4843522	Yewwood	A	Canteens	Winthrop	WA
4853441	Essence Systems	A	Canteens	Winthrop	WA
4853510	Labyrinth Intelligence	A	Canteens	Winthrop	WA
4853512	Bumblebee Brews	A	Canteens	Winthrop	WA
4876550	Aprico	A	Canteens	Winthrop	WA
4877931	Forestics	A	Canteens	Winthrop	WA
4883274	Phoenixolutions	A	Canteens	Winthrop	WA
4883345	Lokilutions	A	Canteens	Winthrop	WA
4902954	Ravenstar	A	Canteens	Winthrop	WA
4948008	Microwave	A	Canteens	Winthrop	WA



Issue Date	Due Date	Invoice Number	Customer ID	SalesPerson ID	Product ID	Qty Items	Unit Price	Net Weight	Total Sales
2017-07-09	2017-08-07	1551518	5246043	183	2026	1200	\$21.63	1.360	\$25,956.00
2017-12-11	2018-01-08	1837596	672945	215	1968	3570	\$6.44	1.260	\$22,990.80
2017-07-30	2017-09-06	1659624	1156855	265	662	2400	\$8.90	9.600	\$21,360.00
2017-10-04	2017-11-12	1698223	3823041	215	2026	900	\$17.95	2.700	\$16,155.00
2017-04-12	2017-05-04	1535872	1156855	265	2098	1200	\$9.89	1.200	\$11,868.00
2017-11-30	2018-01-12	1765047	3823041	215	2026	600	\$18.99	5.670	\$11,394.00
2017-12-07	2017-12-26	1783618	5099304	215	2026	600	\$18.57	0.630	\$11,142.00
2017-10-27	2017-12-06	1734062	2862690	183	2026	600	\$18.18	1.350	\$10,908.00
2017-11-25	2017-12-15	1736065	1156855	265	1170	1200	\$8.49	2.400	\$10,188.00
2017-04-01	2017-05-14	1548078	3823041	215	1948	348	\$24.35	5.670	\$8,473.80
2017-12-15	2018-01-20	1829961	4088384	215	1968	1200	\$6.76	1.260	\$8,112.00
2017-03-01	2017-03-31	1501556	2967889	215	1968	1050	\$6.88	1.350	\$7,224.00
2017-08-11	2017-09-25	1623235	632881	196	440	720	\$9.78	0.690	\$7,041.60
2017-08-08	2017-09-13	1663741	669212	265	120	600	\$10.92	8.160	\$6,552.00
2017-08-24	2017-09-25	1663776	672177	265	120	600	\$10.92	1.680	\$6,552.00
2017-07-26	2017-08-21	1609488	3823041	215	2026	300	\$21.54	5.670	\$6,462.00
2017-12-20	2018-01-25	1816154	2959783	125	527	1500	\$4.28	4.800	\$6,420.00
2017-02-04	2017-03-15	1509180	2957407	215	1968	930	\$6.88	5.790	\$6,398.40
2017-10-08	2017-11-22	1729874	1144926	125	1170	720	\$8.79	1.370	\$6,328.80
2017-10-06	2017-10-30	1771197	4088384	215	1968	900	\$7.00	1.260	\$6,300.00
2017-04-28	2017-06-11	1580622	2862690	183	2026	300	\$20.91	1.350	\$6,273.00
2017-06-24	2017-07-23	1585277	2862690	183	2026	300	\$20.91	5.750	\$6,273.00
2017-04-03	2017-05-10	1501507	2928031	215	1968	900	\$6.88	5.750	\$6,192.00
2017-12-03	2018-01-17	1824546	2928031	215	1968	900	\$6.85	5.750	\$6,165.00
2017-06-21	2017-07-28	1565462	3674579	125	2098	600	\$9.99	1.360	\$5,994.00
2017-04-02	2017-04-19	1509367	4088384	215	662	600	\$9.86	1.260	\$5,916.00
2017-09-09	2017-09-27	1688787	2959783	125	662	600	\$9.67	1.320	\$5,802.00
2017-12-20	2018-01-20	1760113	3823041	215	2026	300	\$18.99	5.670	\$5,697.00
2017-12-24	2018-02-03	1763391	5171571	196	2026	300	\$18.99	1.350	\$5,697.00

DATA TRANSFORMATION

The dataset consists of five tables: a Dimension table, Sales tables for 2017, 2018, and 2019 respectively, and a Target table. Each Sales data table for a specific year includes columns such as issue date, salesperson ID, customer ID, and total sales. The Target table records the total sales provided by each salesperson. The Dimension table encompasses information regarding salespersons, customers, dates, cities, and more. The Excel sheets are imported into Power BI, where the data types of all columns are verified and any errors or null values are removed. This process is repeated for each Excel sheet, followed by importing the data and creating a dashboard.



DATA MODEL

In Power BI, there exists a many-to-many relationship between the Dimension table and each year's Sales table. The Salesperson table holds detailed information about salespersons. Meanwhile, the Target data establishes a one-to-many relationship with the Sales table.

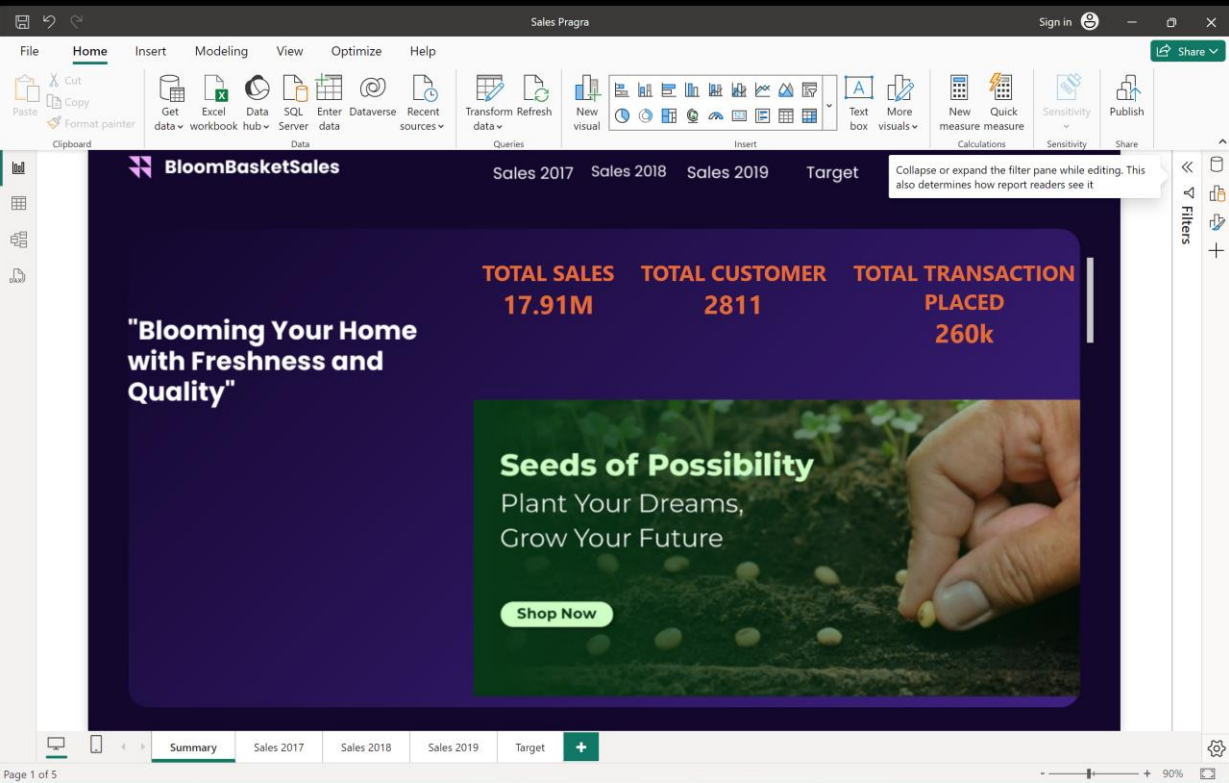


Insights

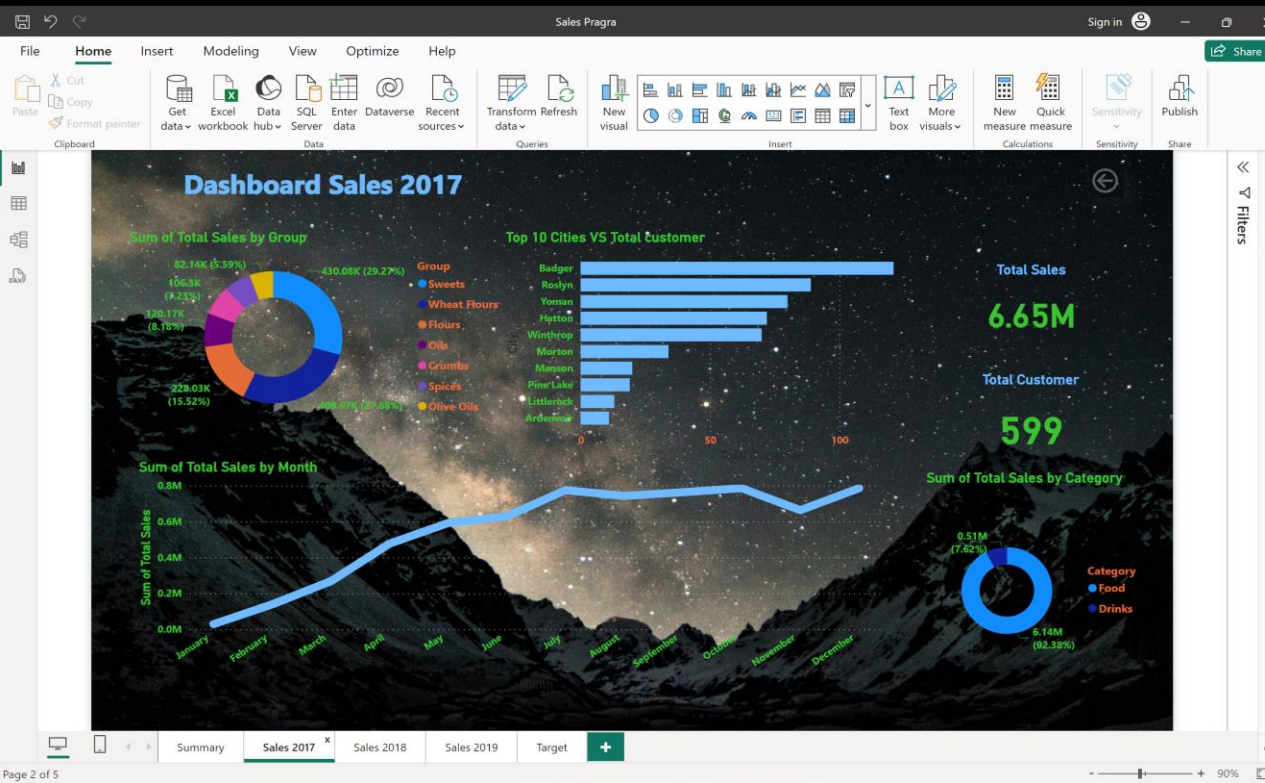
1. In 2017, the total sales amounted to \$6.65 million, in 2018 it was \$10.21 million, and in 2019 it reached \$1.05 million, resulting in a cumulative total sales of \$17.91 million.
2. The total number of transactions placed is 26k.
3. The total number of customers is 2,811.
4. The highest sales were made in October, followed by September and November.
5. The lowest sales were made in February followed by March and April.
6. Actual sale is 17.91M where target sale is 23.83M.
7. Badger City has the maximum number of customers.
8. Sweets and wheat flour had higher sales in 2017, and Wheat flour and yeast had higher sales in 2018.

Dashboard

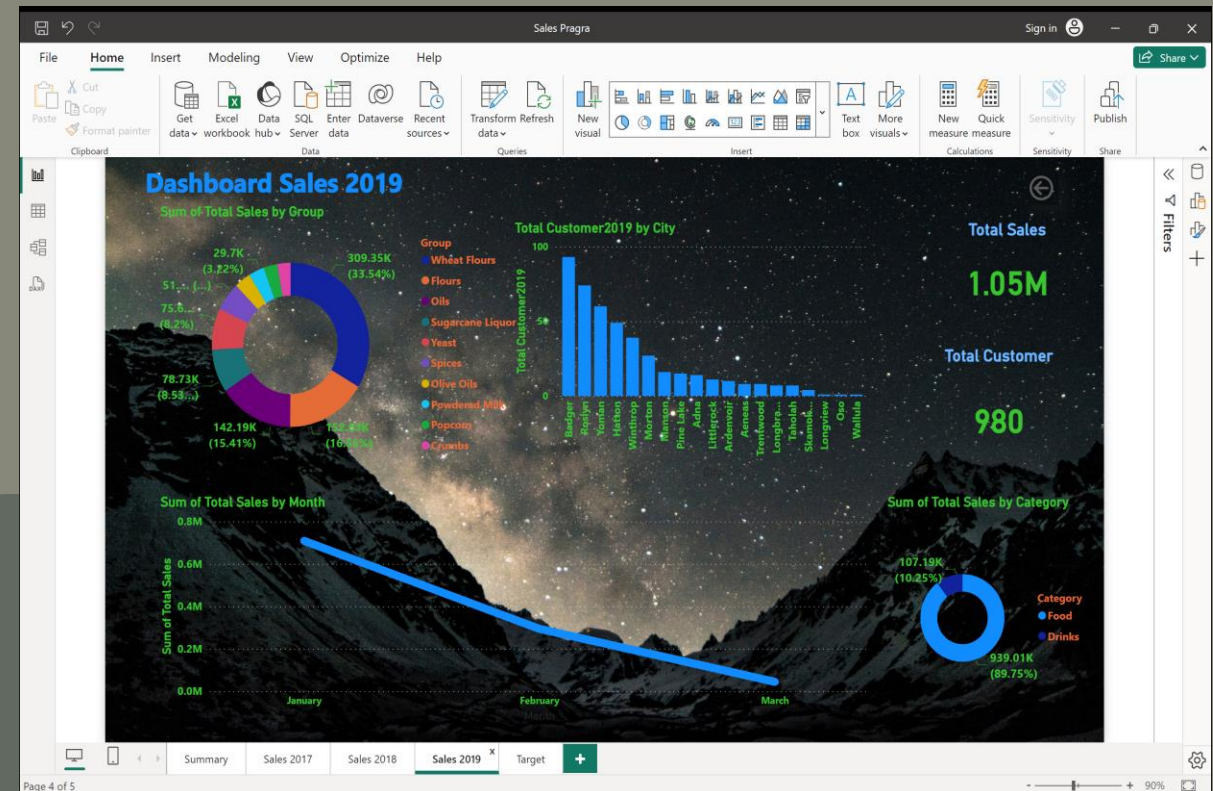
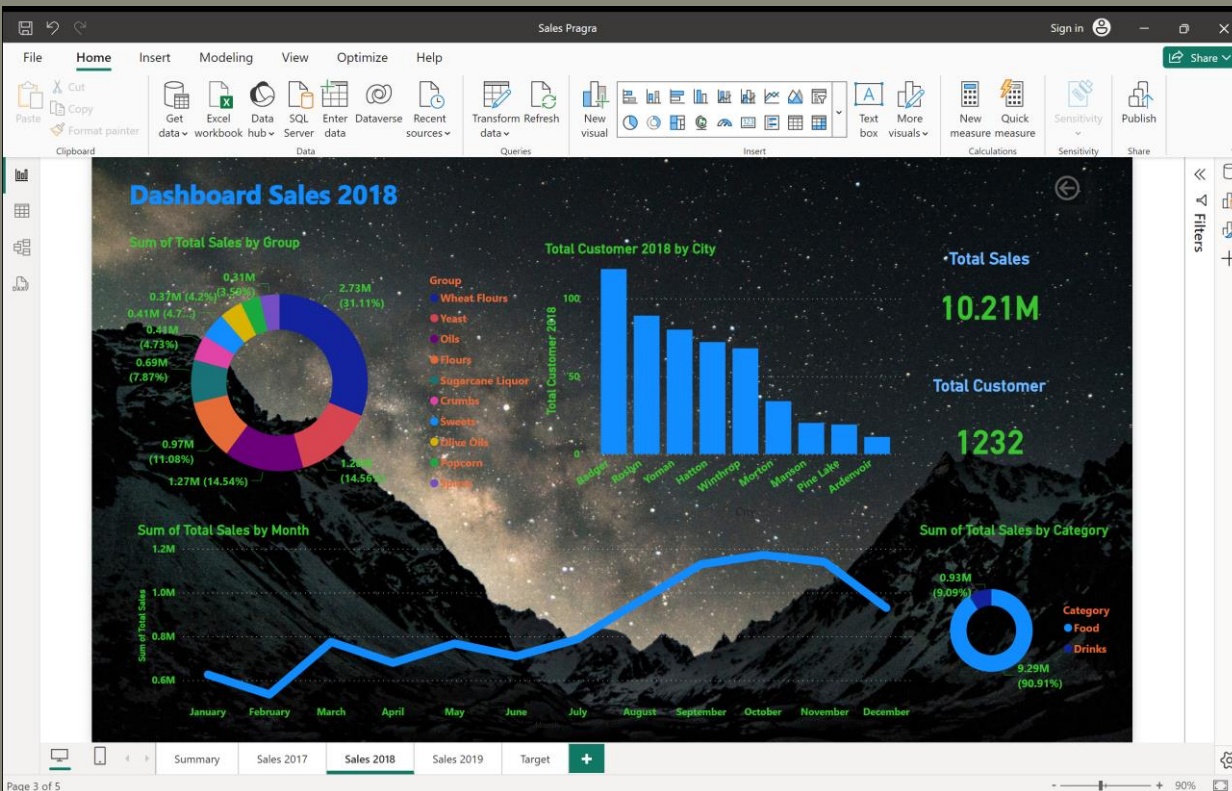
Summary



Sales 2017



Dashboard



Conclusion

The logistics dashboard has been developed, showcasing a range of Key Performance Indicators (KPIs). The report includes visualizations that offer a comprehensive analysis of the provided data, presenting various metrics for deeper insights.





Thank you

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