1) Import Retail_Sales_Data.xlsx into Power BI
Home → Get Data → Excel → select the file → Load.

2) Create a table visual showing Region and Sales
Visualizations → Table → Values: Region, Sales.

3) Add a slicer for Product
Visualizations → Slicer → Field: Product.

4) Format the dashboard theme to "Dark Mode"
View → Themes → Dark (or customize colors).

5) Purpose of the "Data/Model" view in Power BI
Data view: inspect, clean, and verify raw data.

Model view: create/manage relationships between tables.

6) Build a dashboard:
Bar chart of Sales by Region

DAX
Копировать
Редактировать
Total Sales = SUM(Retail_Sales_Data[Sales])
Clustered Bar Chart → Axis: Region → Values: [Total Sales].

Line chart of Sales over Date

Axis: Date

Values: [Total Sales]

Card showing Total Profit

DAX
Копировать
Редактировать
Total Profit = SUM(Retail_Sales_Data[Profit])
7) Add a drill-through filter from Region to a detailed sales page
Create a new page, add Region to the Drill-through field well.

Right-click a region in the main visual → Drill-through → select the page.

8) Use conditional formatting to highlight high-profit regions

In the bar chart or table → Format → Conditional formatting → Color by rules (e.g., Profit > 200 → Green).

9) Publish to Power BI Service
Home → Publish → choose workspace.

10) Share report with a colleague (simulate steps)
In Power BI Service → Open the report → Share → enter colleague's email.

11) Add custom "Sales Growth %" without DAX (Quick Measures)
Right-click table → New Quick Measure → Calculation: Percent difference from previous period → Base value: Sales.

12) Optimize dataset for faster refresh
Remove unused columns.

Filter out irrelevant rows in Power Query.

13) Troubleshoot: Slicers not affecting all visuals
Check Edit Interactions → ensure slicer filters all visuals.

Verify relationships in Model view.

14) Embed dashboard into PowerPoint
In Power BI Service → File → Export → PowerPoint → embed or snapshot.

15) Set up a scheduled refresh
In Power BI Service → Dataset settings → Scheduled refresh → set time/frequency.

Extra Useful DAX
Profit Margin %:

DAX
Копировать
Редактировать
Profit Margin % =
DIVIDE([Total Profit], [Total Sales])
Sales Growth % (if using DAX):

DAX
Копировать
Редактировать
Sales Growth % =
VAR PrevSales =

```
    CALCULATE([Total Sales], DATEADD(Retail_Sales_Data[Date], -1,
MONTH))
    RETURN
    DIVIDE([Total Sales] - PrevSales, PrevSales)
```