

TOTAL PROFIT

191K

Total Profit

TOTAL QUANTITY

307

Total Quantity

TOTAL MARGIN

28.44

Profit Margin %

TOTAL SALES

672K

Total Sales

PROFIT MARGIN

28.44

Profit Margin %

## SALES PERFORMANCE



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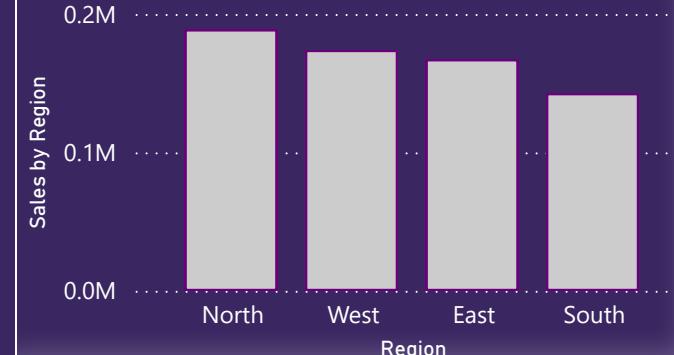
### TOTAL PROFIT AND SALES BY REGION



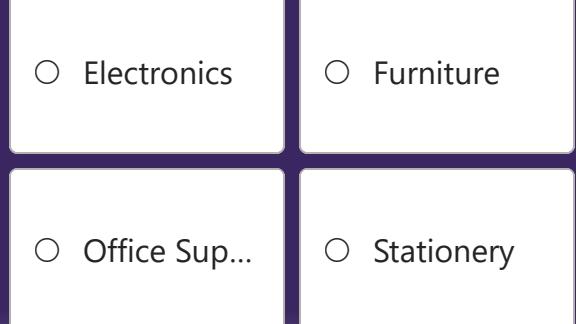
### TOTAL PROFIT AND SALES BY REGION

Region	Total Sales	Total Profit	Sales by Region
North	188750	61636	188750
West	173875	44633	173875
East	167149	36161	167149
South	142674	48920	142674
<b>Total</b>	<b>672448</b>	<b>191259</b>	<b>672448</b>

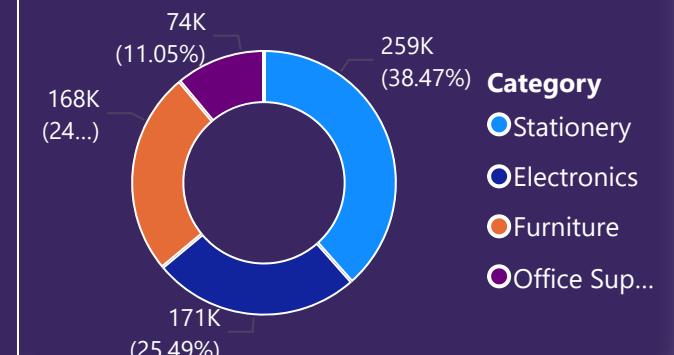
### SALES BY REGION



### CATEGORY



### SALES BY CATEGORY



ProductID	Category	SalesAmount	Quantity	Profit	Profit Margin %
P007	Electronics	587	2	3642	620.44
P004	Furniture	518	3	2322	448.26
P001	Stationery	540	3	1864	345.19
P008	Stationery	1059	5	3641	343.81
P005	Electronics	1284	4	2703	210.51
P003	Stationery	1396	3	2668	191.12
P010	Furniture	2539	3	3937	155.06
P007	Electronics	2510	5	3782	150.68
P006	Furniture	2701	2	3977	147.24
P006	Furniture	2291	5	2907	126.89
P001	Stationery	937	2	1119	119.42
P009	Office Supplies	1804	4	1816	100.67
P007	Electronics	1505	4	1492	99.14
P009	Office Supplies	4084	2	3382	82.81
P006	Furniture	1799	5	1484	82.49
P001	Stationery	4105	2	3368	82.05
P001	Stationery	4831	3	3841	79.51
P005	Electronics	3544	1	2698	76.13
P009	Office Supplies	3515	1	2673	76.05
P010	Furniture	3004	1	2187	72.80
P001	Stationery	4581	2	3250	70.95
P003	Stationery	6295	3	3517	55.87
P005	Electronics	3501	3	1945	55.56
<b>Total</b>					<b>28.44</b>



## Good Margin

Low Margin Flag

## Promote

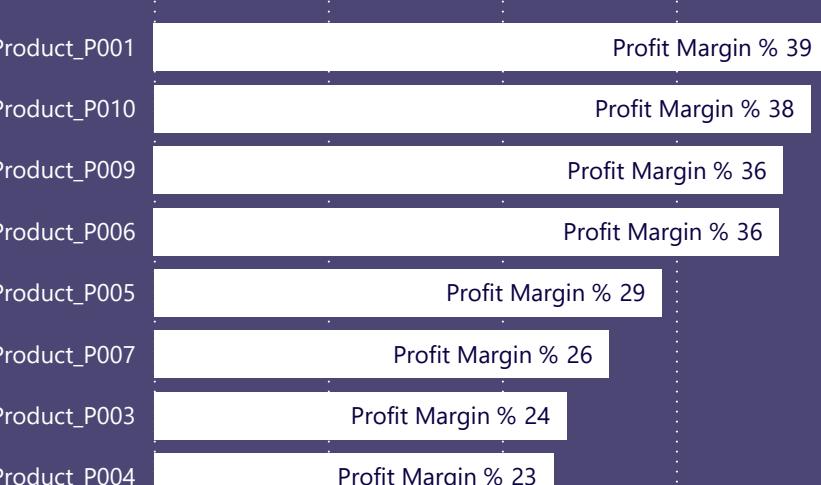
Recommendation

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Low Margin Product Count

### PROFIT MARGIN BY PRODUCTS

PRODUCTNAME

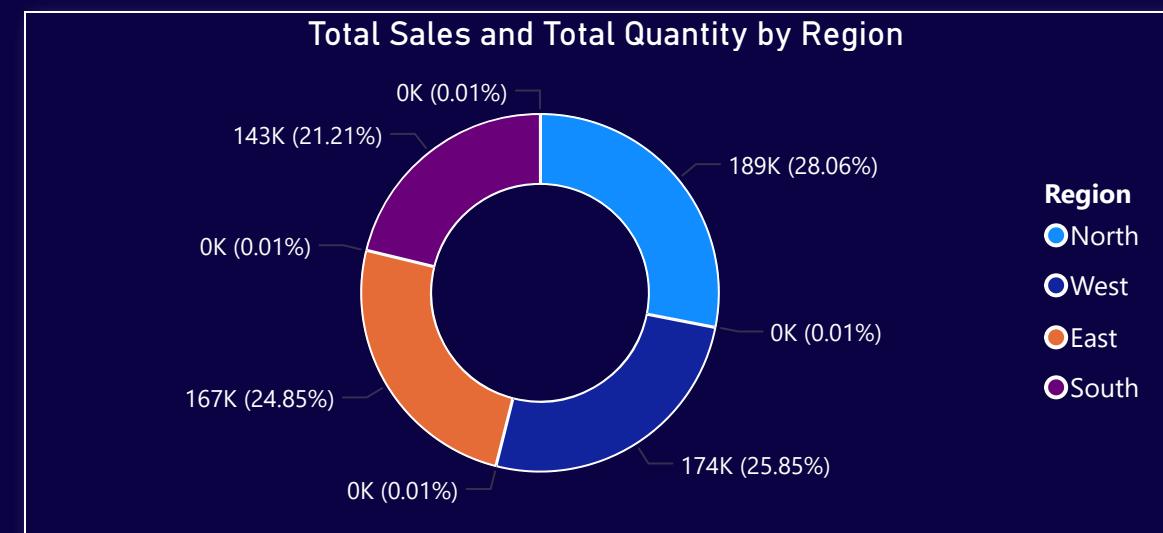
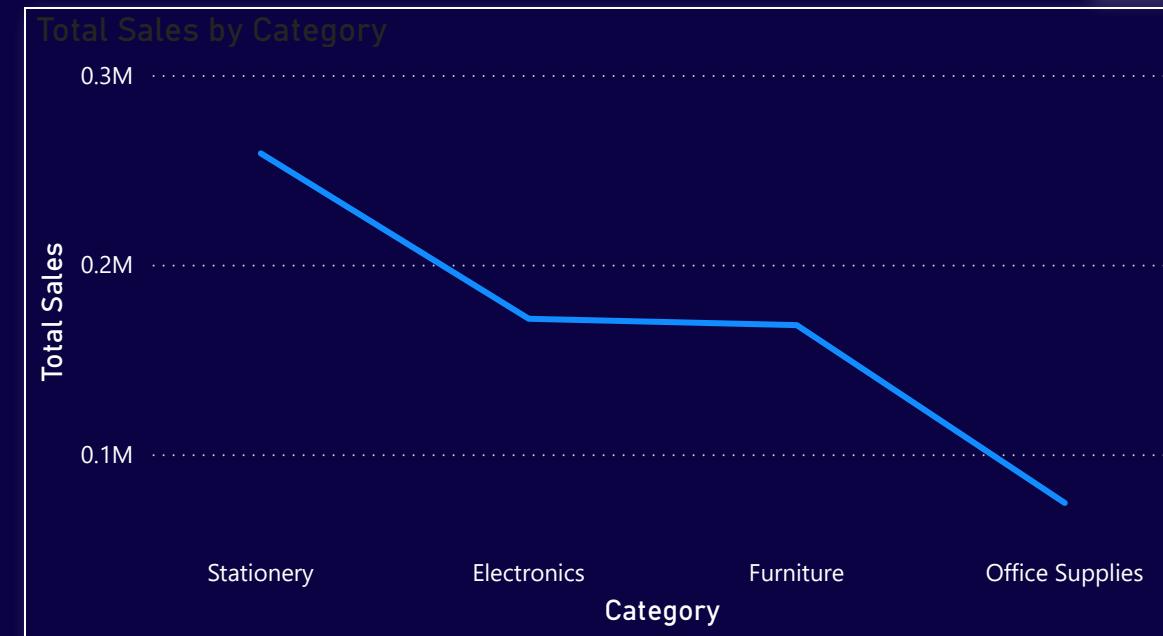


0      10      20      30      40

**PROFIT MARGIN%**



CustomerName	City	CustomerID	Quantity	ProductID	Profit
Customer_C020	Kolkata	C020	5	P007	3981
Customer_C011	Pune	C011	2	P006	3977
Customer_C013	Bangalore	C013	1	P009	3950
Customer_C006	Delhi	C006	5	P010	3937
Customer_C013	Bangalore	C013	3	P010	3937
Customer_C007	Kolkata	C007	3	P001	3841
Customer_C012	Bangalore	C012	5	P006	3833
Customer_C010	Delhi	C010	5	P007	3782
Customer_C018	Kolkata	C018	4	P006	3723
Customer_C020	Kolkata	C020	5	P009	3705
Customer_C002	Mumbai	C002	4	P001	3647
Customer_C014	Bangalore	C014	2	P007	3642
Customer_C015	Mumbai	C015	5	P008	3641
Customer_C010	Delhi	C010	3	P003	3517
Customer_C020	Kolkata	C020	5	P004	3492
Customer_C016	Kolkata	C016	5	P003	3456
Customer_C015	Mumbai	C015	3	P005	3444
Customer_C004	Mumbai	C004	2	P001	3425
Customer_C015	Mumbai	C015	2	P009	3382
Customer_C012	Bangalore	C012	2	P001	3368
<hr/>					
<b>Total</b>					



1)--Write a DAX measure to calculate Total Sales and Total Profit.

Which products should be discontinued or promoted based on analysis?

TOTAL SALES

**672K**

Total Sales

TOTAL PROFIT

**191K**

Total Profit



**Promote**

Recommendation

Calculate Profit Margin (%) using DAX and identify low-margin products.

Design a dashboard to show regional and category-wise performance.

PROFIT MARGIN

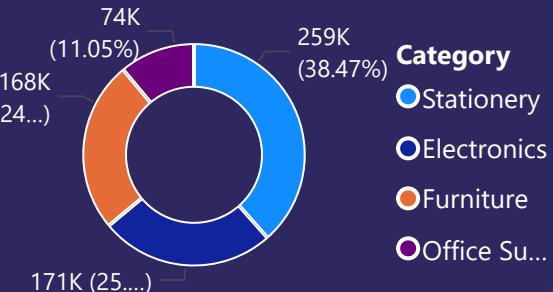
**28.44**

Profit Margin %

**Good Margin**

Low Margin Flag

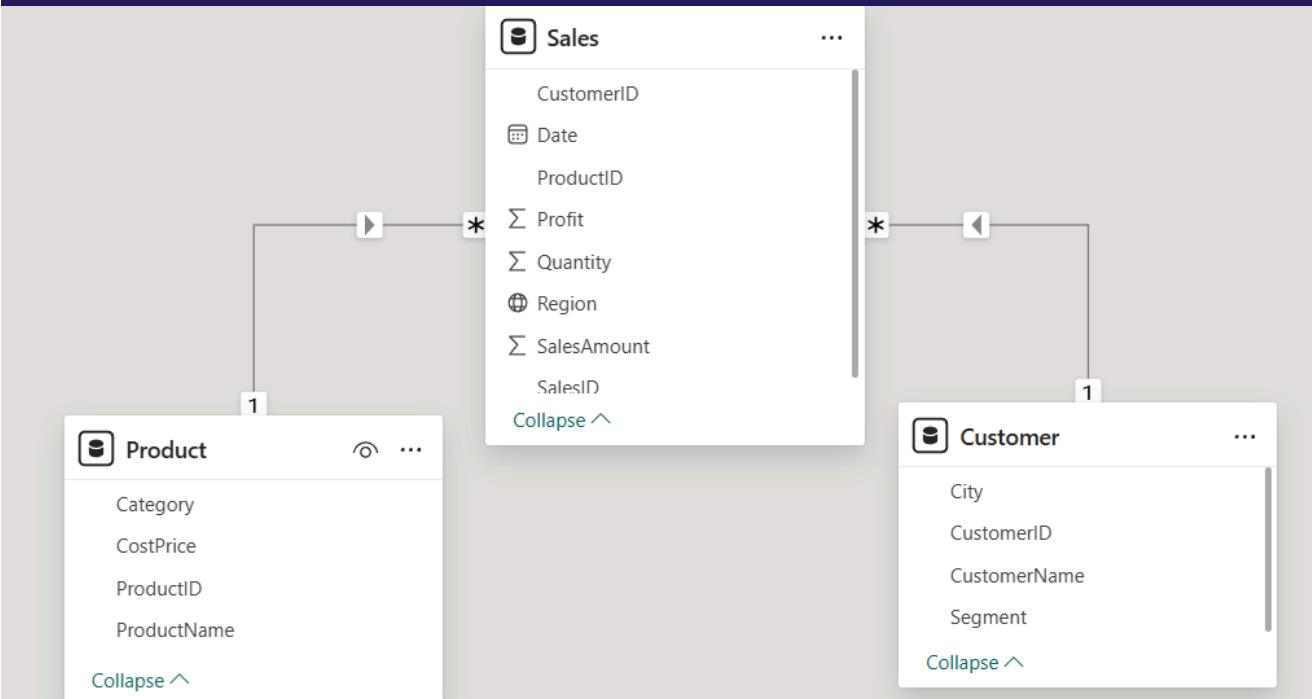
SALES BY CATEGORY



SALES BY REGION



Create a star schema using Sales, Customer, and Product tables. Why is this model effective?



Star schema is effective because it has a simple and clear structure with one fact table and multiple dimension tables.

- It improves query performance by reducing the number of joins required.
- The model is easy to understand and use for reporting and analysis.
- It works efficiently with BI tools like Power BI for fast aggregations and DAX calculations.
- Filtering and slicing data becomes simple and accurate.
- It is scalable and easy to extend by adding new dimensions.