

TOTAL PROFIT

191K

Total Profit

TOTAL QUANTITY

307

Total Quantity

TOTAL MARGIN

28.44

Profit Marain %

TOTAL SALES

672K

Total Sales

PROFIT MARGIN

28.44

Profit Margin %

SALES PERFORMANCE



⚠ This visual type is being retired soon. Contact your admin to upgrade.

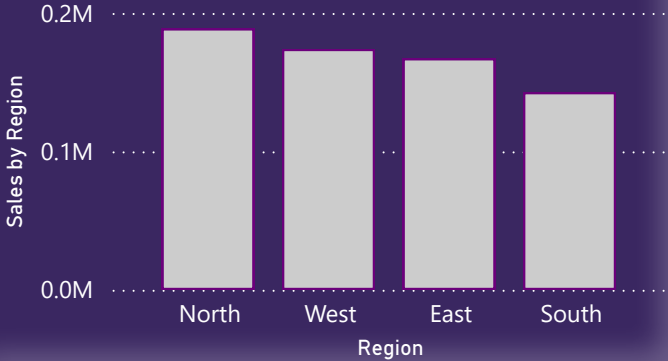
TOTAL PROFIT AND SALES BY REGION



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	48820	142674
Total	672448	191259	672448

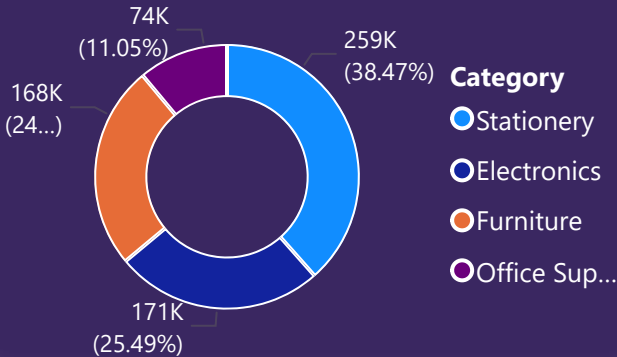
SALES BY REGION



CATEGORY

- ☐ Electronics
- ☐ Furniture
- ☐ Office Sup...
- ☐ Stationery

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
Total					28.44

Good Margin

Low Margin Flag

Promote

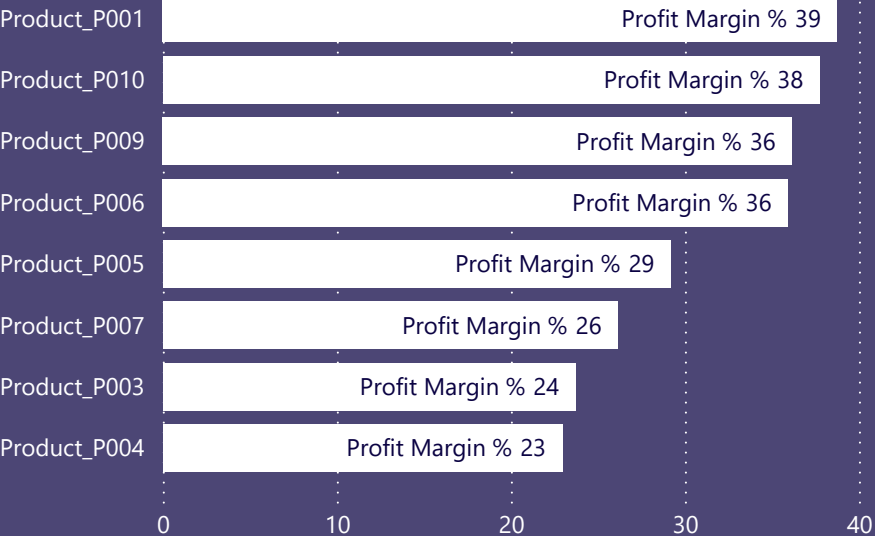
Recommendation

--

Low Margin Product Count

PROFIT MARGIN BY PRODUCTS

PRODUCTNAME

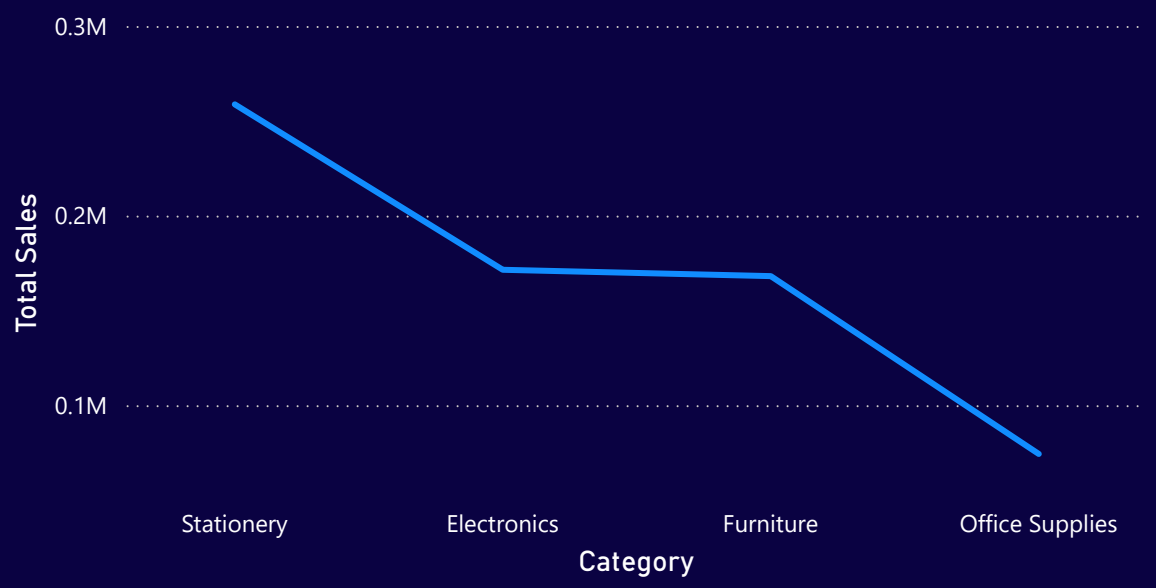


PROFIT MARGIN%

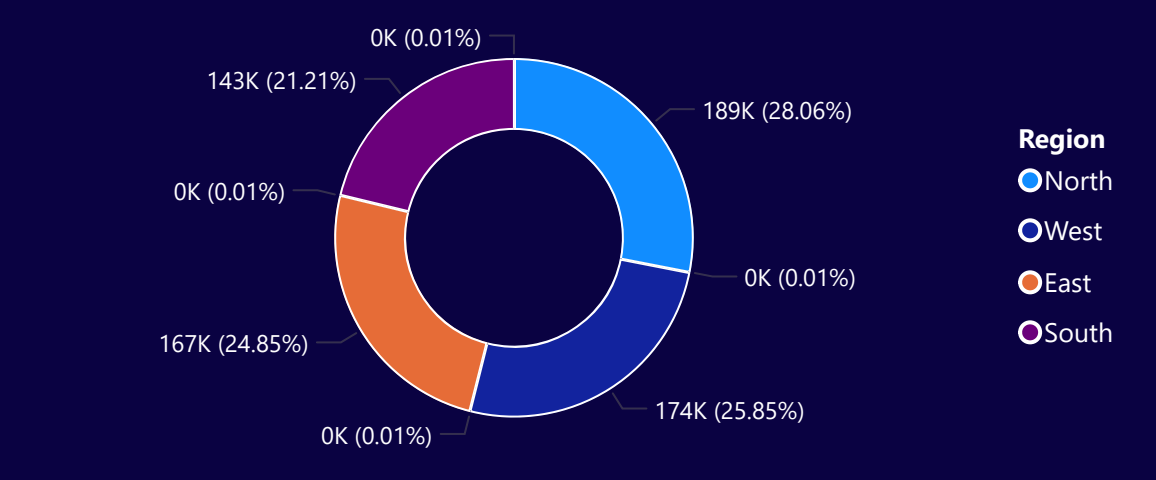


CustomerName	City	CustomerID	Quantity	ProductID	Profit
Customer_C020	Kolkata	C020	5	P007	3981
Customer_C011	Pune	C011	2	P006	3977
Customer_C013	Bangalore	C013	1	P009	3950
Customer_C006	Delhi	C006	5	P010	3937
Customer_C013	Bangalore	C013	3	P010	3937
Customer_C007	Kolkata	C007	3	P001	3841
Customer_C012	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
Total					3316

Total Sales by Category



Total Sales and Total Quantity by Region



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

TOTAL SALES

672K

Total Sales

TOTAL PROFIT

191K

Total Profit

Which products should be discontinued or promoted based on analysis?

Promote

Recommendation

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

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

PROFIT MARGIN

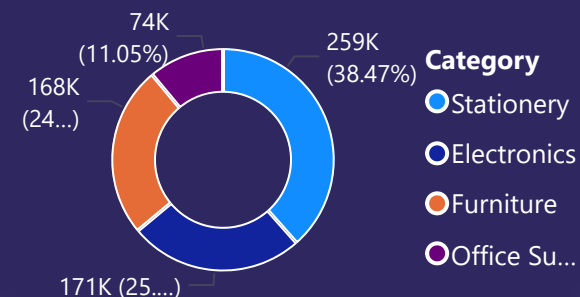
28.44

Profit Margin %

Good Margin

Low Margin Flag

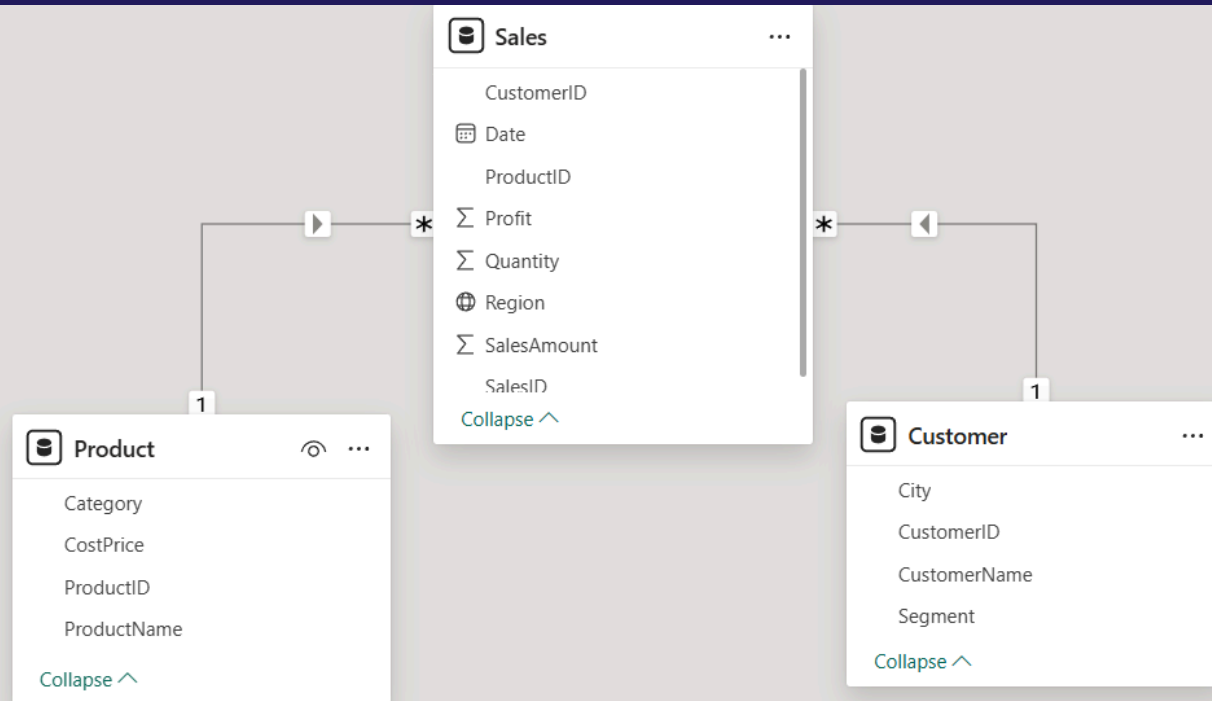
SALES BY CATEGORY



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.