**MAIL 1**

**Overview:**Global Super Store, a retail giant, has relied on Excel for their data analysis needs. However, with advancements in technology, they decided to migrate to Power BI for enhanced business intelligence capabilities. They have approached you to build a comprehensive dashboard with their data up to 2019. Below are the specified requirements and the corresponding business problems that this dashboard aims to solve.

This dashboard should aim to empower Global Super Store with actionable insights, enabling them to make data-driven decisions and improve their overall business performance. Each visual should be crafted to address specific business questions and challenges, providing a clear and informative representation of their data.

1- Global Super Store wants to quickly assess its overall performance through key metrics. The management needs a concise overview of:

* What is our total revenue generated so far?
* How profitable have we been over the years?
* How many orders have we successfully processed?
* How many consumers have we served?

2- The sales team is looking to identify trends over the years to inform their strategy. They need to see how their annual sales perform Over the year and on the same graph they also want to know the overall trend and sales of their store over the years.

3- Marketing and finance teams need to understand the seasonality and profitability trends to optimise their campaigns and budgets. Sales and finance teams are working together for this cause, they need a graph that can help them understand.

* How do our sales and profits fluctuate month by month?
* Are there particular months where profits significantly increase or decrease, indicating potential seasonal trends?

4- The regional managers are keen to understand the performance of different markets to allocate resources effectively.

* They need to know Which markets are generating the most sales and profits.
* Are there specific markets where we need to focus our efforts to boost performance?

5- To Boost their business, Global Superstore thought of planning their business quarterly. For that they need to know their overall sales for each quarter.

6- After these visuals are built, management would like to incorporate a feature allowing them to select specific segments and categories. This functionality should dynamically adjust all the graph values based on the selected category and segment, providing a tailored view of their data.

**MAIL 2**

The company is pleased with the dashboard you have built so far; however, the company has suggested some new additions and some editing.

The CEO observed that the total sales and total profit values fluctuate with interactions on the graph. They now require a fixed value for these metrics, separately from the dynamic values that change with visual interactions, so that they can always have an eye on the totals.

In 2016, the company set a 5-year target to achieve an overall sales goal of $25 million and a profit goal of $10 million by the end of 2020. According to this plan, by the end of 2019, the company should have reached a sales target of $20 million. This equates to approximately $1.7 million in sales per month(collectively) from 2016 to 2019.  
 As the company is far beyond the target to be achieved, the company is now interested in seeing for each month collectively (2016-2019) fluctuations of our sales performance from the target help company visualise this.  
Company is also interested in seeing a visual of how far they are from the set profit target.

Management has identified an operational challenge: when selecting any slicer, transitioning back to the default view becomes cumbersome and time-consuming. To streamline this process, they have requested the implementation of a dedicated button. This button will enable them to swiftly return to the default view with a single click, eliminating the need to manually deselect each slicer. This enhancement aims to enhance user experience by providing a more intuitive and efficient navigation option within the dashboard.

**MAIL 3**

Global Superstore has been frequenting your desk with numerous minor queries, causing interruptions to other ongoing projects within the company. In response to this challenge, your boss has tasked you with developing a solution that empowers end-users (Global Super Store) to obtain answers to their questions independently. By implementing a user-friendly tool or feature, such as a searchable database or an interactive FAQ system, users can simply type their queries and retrieve instant responses. This initiative aims to enhance efficiency, reduce dependency on direct support, and allow for smoother workflow across all projects.

Global Super Store seeks to enhance its regional performance analysis and resource allocation strategy. They want to understand which geographic country is driving high sales and where profitability is strongest. Rather than bar chart or line chart they need some visuals in the form of maps,  
 The visuals should be very understandable and interactive.

The client has specified some visualisation specifications to you: -  
 He wants that in the visuals that will display the profit chart, the colour of the country with lowest profit should be red and colour of country with the highest profit to be green and in between values to be coloured as gradient.

For the visual that will be displaying the sales, client have made a request to show that the countries where sales are  
 <80,000 should be coloured dark red,  
 between 80,000 to 200000 it should be red,  
 between 200000 to 700000 it should be green,  
 and above 700000 it should be golden.

**MAIL 4**

The client is happy with your work and wants to continue with you for further Business Intelligence.

They have produced a quick requirement. The company core team has a meeting and they must discuss some topics. They have advised the BA team to give their input for this meeting which is scheduled in the next 1.5 hours. BA Team approached you to build some visuals, however due to time constraint they want you to build those visuals in next 25 minutes only, so that rest 1 hour can be spent by BA team on those visuals to form some inputs.

· Global Super Store needs to understand which regions are driving the highest sales and profitability. Develop a visual that clearly depicts the sum of sales and profit across different regions.

· We need to understand how different product segments are performing as compared to other segments. BA team needs an interactive chart that displays sales figures for each product segment, this chart should clearly show each segment's sales as a percentage of both the previous segment and the top category.

Clients have also come out with a challenging problem: they want a bar chart only (2d graph) that will show sales per year and by region, because the current approach to analysing yearly sales trends lacks depth and fails to provide actionable insights into regional sales dynamics.

As Global SuperStore has been your client for a long time and this is the time to give them the customer loyalty award, your boss asked you to create some free visuals for them that could help them in enhancing and building their business and strategy.

**MAIL 5**

1. The client requires a visual representation to display the status of order processing. Orders will be classified as delayed if the shipping date exceeds the order date by more than two days.

2. The client requires a detailed analysis to understand sales patterns based on the day of the week. They need a pie chart that visually compares the average sales volumes on weekends versus weekdays. This will help in identifying any significant differences in consumer behaviour and sales performance, enabling more informed strategic decisions for marketing and resource allocation.

3. The company, CA, seeks a comprehensive analysis of sales data segmented by financial months and financial quarters. This breakdown will reveal sales performance trends and patterns within each fiscal period, facilitating effective strategic planning and accurate financial forecasting

4. The company, Finance Manager, requires an analysis to determine the average cost per unit, segmented by category and subcategory. This detailed breakdown should provide insights into cost distribution and highlight areas for potential cost optimization, aiding in more precise budgeting and pricing strategies.

Cost Price = Sale Price – Profit – Shipping Cost

5. Management wants to cluster its customers in different age groups.

14-19 Teen

20-30 Young

30-40 Adult

40-50 Old Adult

>50 Old

After Clustering, companies want a visual that will show total numbers of consumers in each category and what is the contribution of each category to total consumer population.

6. Clients have given the requirement to categorise the Income into different groups.  
 0-30k A

30K-60K B

60K-100K C

100K -150K D

>150K E

Now, he wants a visual that will find the numbers of orders placed as per age category and income category in different regions.

7. The client wants a card that will show the sales from the date 15th April 2019 to 15th November 2019.

8. Global Super Store wants to value their top 10 customers for their loyalty towards the store.  
 Loyalty will be calculated on the basis of CLV Score [CLV score is Customer Loyalty Value Score]  
  
 CLV score is calculated: -  
 CLV = (Average Order Value\* Average Profit Margin)/ Purchase Frequency.

9. The Global Super Store Marketing team is interested in understanding how individuals of a specific gender, earning either above or below the average income for their gender, prefer ordering different subcategories across various regions. Based on this information, the marketing team aims to develop a targeted strategy.

10. For each country, my client wants to see the numbers of total retained customers. So that they can conclude about their working efficiency from this data.

**MAIL 6**

1. The client requests an analysis of the count of high-value customers segmented by region. High-value orders are defined as those who have made a purchase exceeding $1,500 with a profit percentage of at least 25% for that specific order.Client also wants to know out of total orders of that region how much population is high value customers.

2. The client has requested an enhancement to the previously created sales visual (Desired Sales). They would like the visual to display the variance between the desired sales of 2019 and desired sales of 2018 or the same date values.

3. The client seeks an analysis of the average order value per customer. Furthermore, they request an identification of the top 15 customers based on the highest total order values.

4. The client requests the creation of a visual representation of sales data with a specific focus on country rankings. This visual should highlight and display only the countries that fall between the 11th and 19th positions based on their sales figures. The goal is to provide a clear understanding of the sales performance of countries that are mid-ranked in this range.

5. The client desires a visual representation of the cumulative sales sum for each year. This visual should clearly illustrate the progressive accumulation of sales over time within each year.

6. The CEO has requested a report showing the average daily sales amount across all years (2016, 2017, 2018, and 2019).

7. The client requests a summary of the total sales for each month in the year 2019, specifically focusing on the sales from the last two financial quarters. This detailed monthly and quarterly breakdown will aid in assessing the performance during different periods of the year.

8. The client wishes to know the number of churned customers for the years 2016, 2017, and 2018. The CEO is now interested in knowing how far we need to go in customer retention services.

9. The client requires a visual that displays the top-selling product in each country. This visual should highlight the most popular products in different regions and provide insights into regional preferences and market demand. It will be useful for targeted marketing and inventory management strategies.

**MAIL 7**

1. Analyse the company's product portfolio to determine the top 10 products that contribute the most to overall profitability.

2. Determine the leading product category for each year by analysing annual sales data. This analysis will help identify trends and shifts in consumer preferences, enabling the company to make informed decisions on inventory management, marketing strategies, and product development for sustained growth.

3. For each year, identify the top 3 managers annually based on the total sales they generated. This analysis will provide insights into the most effective leaders in driving sales performance, allowing the company to recognize and reward top talent, and replicate successful strategies across different regions.

4. Assess how much the sales value of the top-ranked country deviates from the sales values of other countries within the top 10. This analysis will highlight the performance gap between the leading country and its peers, offering insights into potential areas for growth and improvement in underperforming regions.

5. Evaluate the year-over-year growth in new customer acquisition and the percentage growth in the total customer base. This analysis will help the company understand the effectiveness of its customer acquisition strategies and track the expansion of its customer base over time, providing insights for future marketing and retention efforts.

6. Client wants a visual where he will have authority to select the profit % and only the country that lies in that profit % range should be displayed.