

Task 1

Share the screenshot of the Power BI Model View as instructed in the video

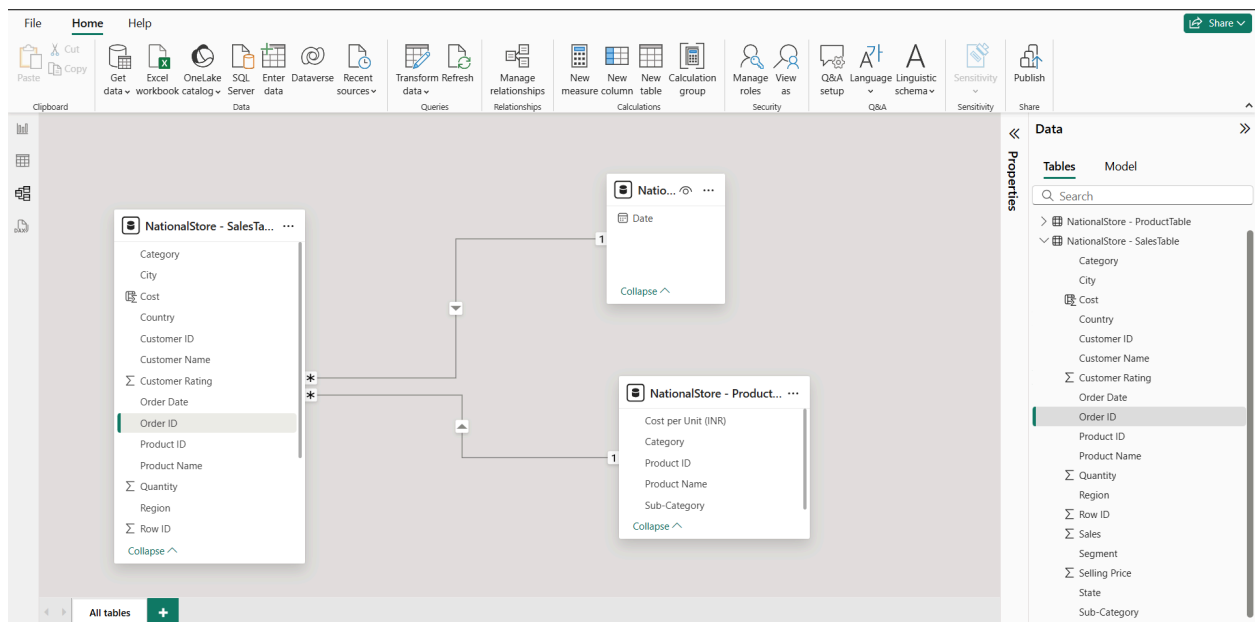
Answer screenshot

Load and Transform the data

	Data Sources	Parameters	Query	Manage Columns	Reduce Rows	Sort	Transform	Combine	AI Insights
			= Table.TransformColumnTypes("#Renamed Columns1",{{"Order Date", type date}, {"Sales", type number}, {"Customer Rating", type number}})						
Product Table			Product Name	1.2 Sales	1.2 Quantity	1.2 Customer Rating	1.2 Selling Price		
Product Table			1 Cetaphil Moisturising Cream : 80 gms	12579	21	6	599		
Product Table			2 Cetaphil Moisturising Lotion : 500ml	36777	23	9	1599		
Product Table			3 Neutrogena Hydro Boost Water Gel : 50 gms	14950	13	8	1150		
Product Table			4 Cetaphil Brightening Day Protection Cream SPF 15 : 50 gms	10800	10	5	1080		
Product Table			5 Cetaphil Daily Advance Ultra Hydrating Lotion : 100 gms	13608	24	6	567		
Product Table			6 Lakme Lumi Skin Cream : 30 gms	7475	25	5	299		
Product Table			7 Lotus Herbals Youthrx Anti Ageing Transforming Crème : 50 gms	18120	24	7	755		
Product Table			8 Lakme 9to5 Vitamin C+ Day Cream : 50 gms	7875	21	8	375		
Product Table			9 Olay Natural Aura Instant UV Protection Glowing Cream : 40 gms	3184	16	6	199		
Product Table			10 Faces Canada Peaches N Cream Tinted Moisturizer : 35 gms	14975	25	9	599		
Product Table			11 Olay Total Effects 7inOne Normal SPF 15 Day Cream : 50 gms	24674	26	8	949		
Product Table			12 Simple Hydrating Light Moisturiser : 125 ml	7440	16	6	465		
Product Table			13 Nature's Moisturizing Essence Aloe Beauty Gel : 100 gms	1300	13	5	100		
Product Table			14 L'Oreal Paris Glycolic Bright Glowing Night Cream : 50 ml	12733	17	7	749		
Product Table			15 Faces Canada Hydro Face Moisturizer : 100 ml	6589	11	8	599		
Product Table			16 L'Oreal Paris Revitalift Cream For Women : 15 ml	11638	22	6	529		
Product Table			17 Lotus Make-Up Xpress Glow 10-In-1 Daily Beauty Crème : 30 gms	5460	14	8	390		
Product Table			18 Soulflower Acne Clearout Spot Corrector : 15 ml	10350	23	1	450		
Product Table			19 Lotus Make-Up Xpress Glow 10-In-1 Beauty Cream SPF 25 : 30 gms	8190	21	8	390		
Product Table			20 Neutrogena Bright Boost Gel Cream Face Moisturizer : 15 gms	4950	11	8	450		
Product Table			21 Cetaphil Optimal Hydration Daily Cream : 50 gm	31250	25	5	1250		
Product Table			22 Pond's Super Light Gel Oil Fresh Moisturiser : 200 ml	9980	20	8	499		
Product Table			23 Garnier Bright Complete 30x Vitamin C Booster Face Serum : 15 ml	6578	22	10	299		
Product Table			24 Plum Vitamin C Face Serum With Mandarin : 20 ml	11550	21	9	550		
Product Table			25 L'Oreal Revitalift 1.5% Hyaluronic Acid Serum : 30 ml	9990	10	10	999		
Product Table			26 Lakme 9to5 Vitamin C+ Facial Serum : 30 ml	7139	11	7	649		
Product Table			27 The Derma Co 2% Kojic Acid Face Serum : 30 ml	5489	11	3	499		
Product Table			28						

Close		New Query	Data Sources	Parameters	Query	Manage Columns	Reduce Rows	Sort	Transform	Combine	AI Insights
Queries [3]		= Table.RenameColumns(#"Changed Type3",{{"Merged", "Date"}})									
NationalStore - DateTable		Date									
1		01-01-2022									
2		02-01-2022									
3		03-01-2022									
4		04-01-2022									
5		05-01-2022									
6		06-01-2022									
7		07-01-2022									
8		08-01-2022									
9		09-01-2022									
10		10-01-2022									
11		11-01-2022									
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26		26-01-2022									
27		27-01-2022									

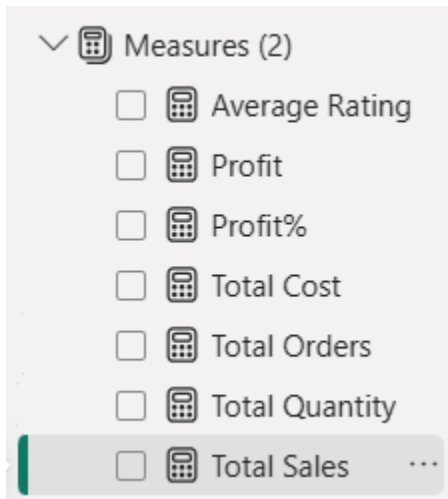
Power BI Model View



Task 2

Share the screenshot of all measures and columns.

Answer screenshot



Formulas:

```
1 Average Rating = AVERAGE('NationalStore - SalesTable'[Customer Rating])
```

```
1 Profit = [Total Sales]-[Total Cost]
```

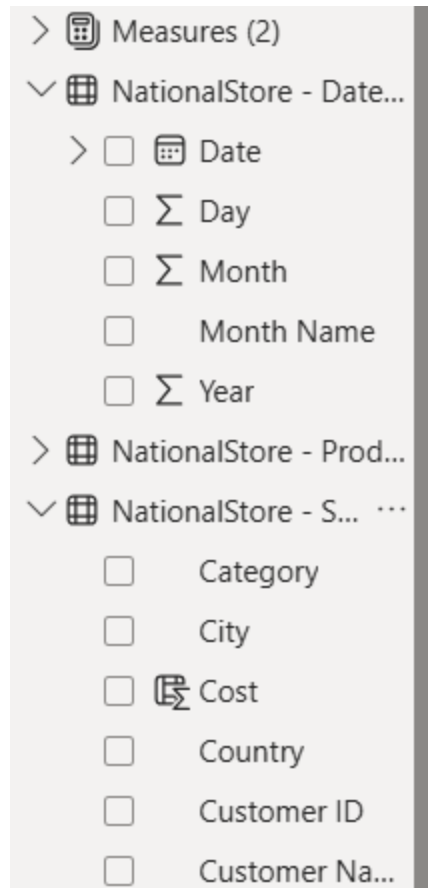
```
1 Profit% = DIVIDE([Profit],[Total Sales])
```

```
1 Total Cost = SUM('NationalStore - SalesTable'[Cost])
```

```
1 Total Orders = DISTINCTCOUNT('NationalStore - SalesTable'[Order ID])
```

```
1 Total Quantity = SUM('NationalStore - SalesTable'[Quantity])
```

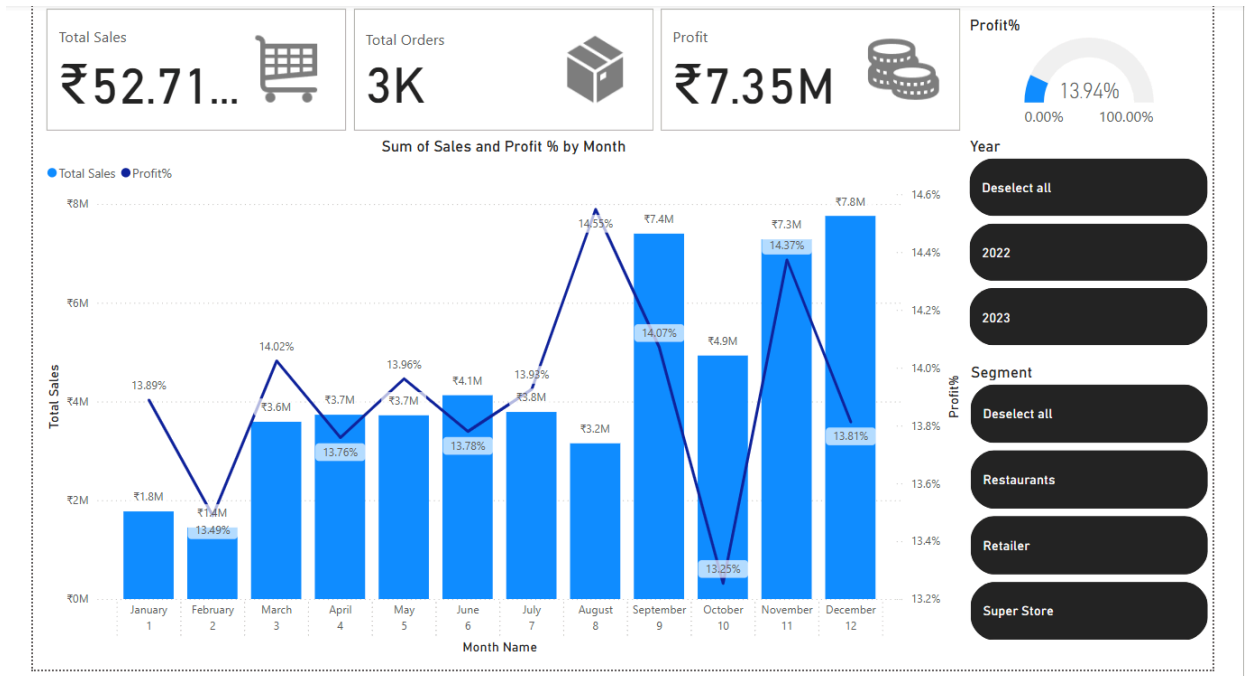
```
1 Total Sales = SUM('NationalStore - SalesTable'[Sales])
```



Task 3

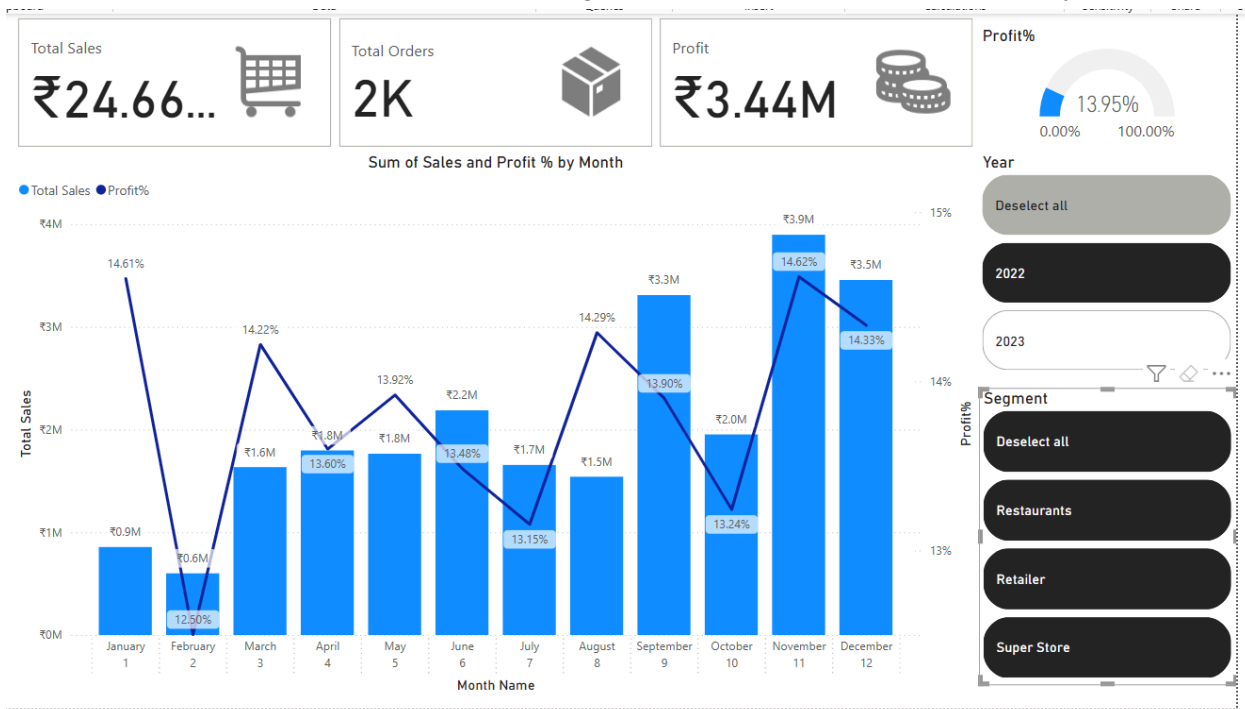
Share the screenshot of the “Monthly Sales/Profit%” Tab

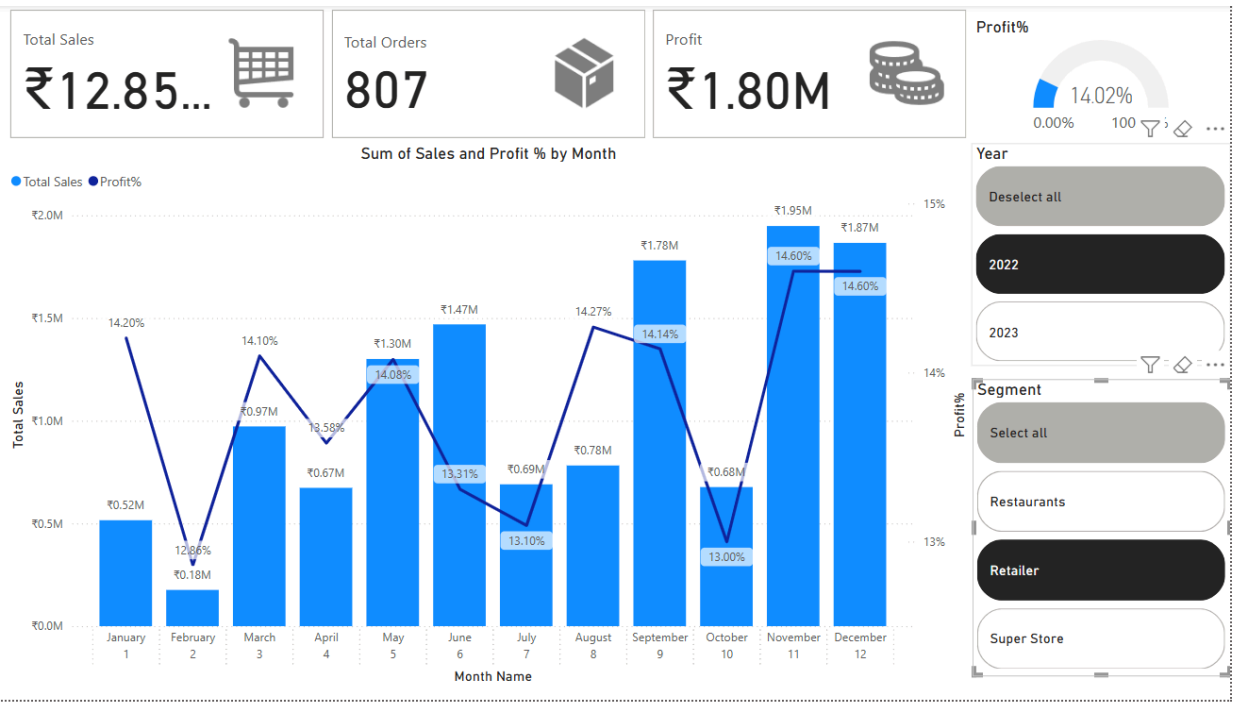
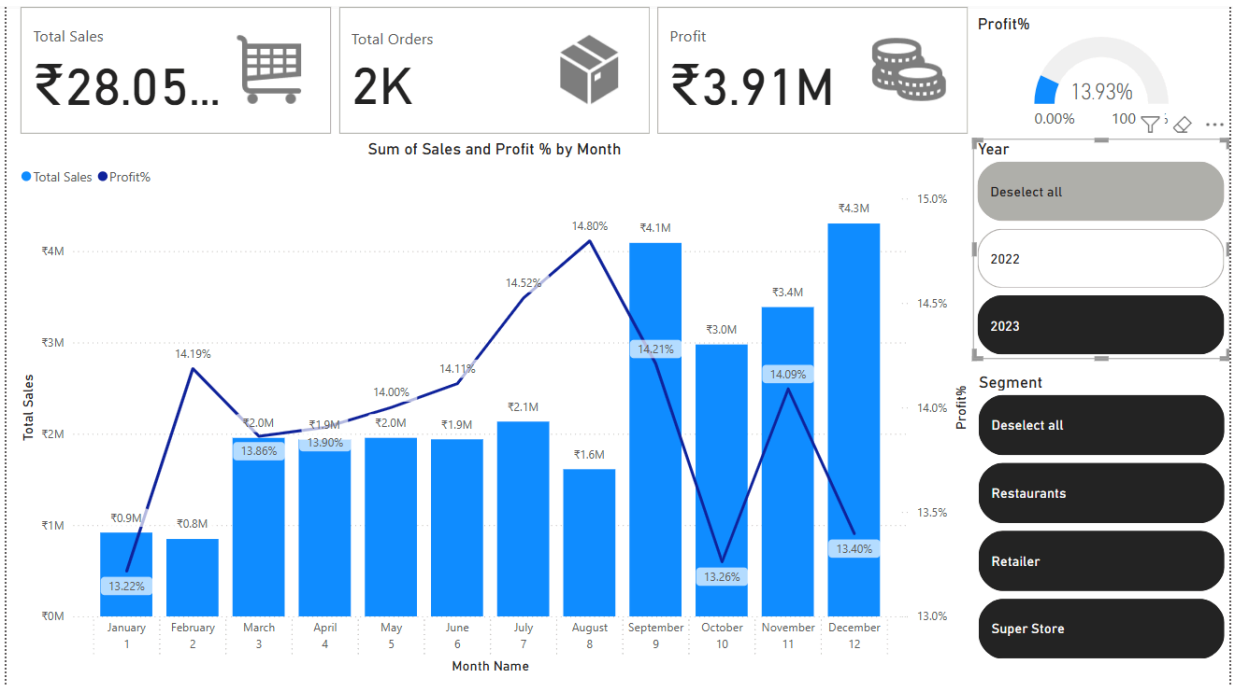
Answer screenshot

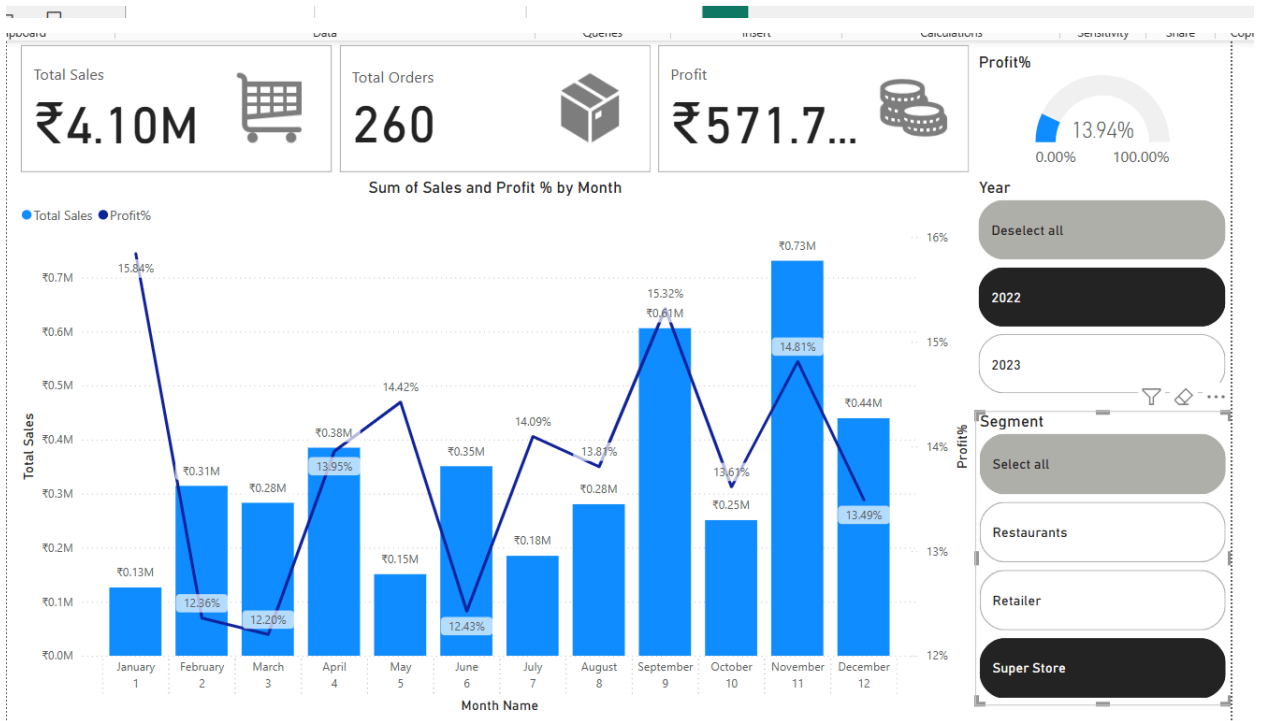
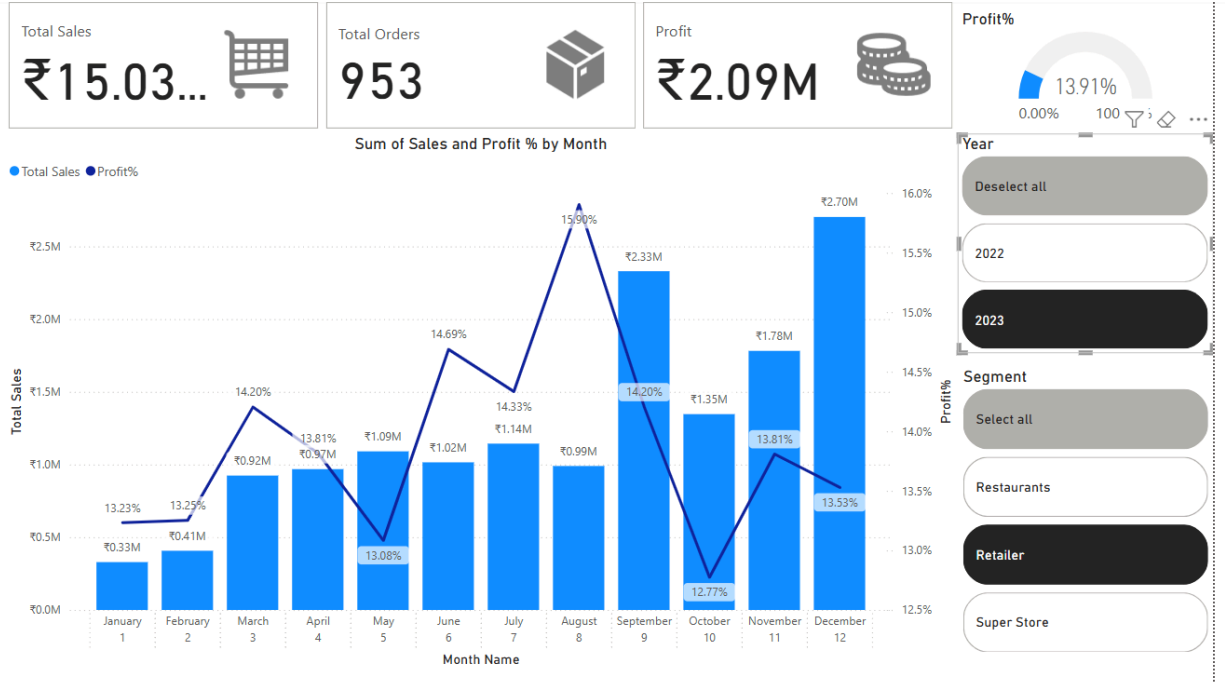


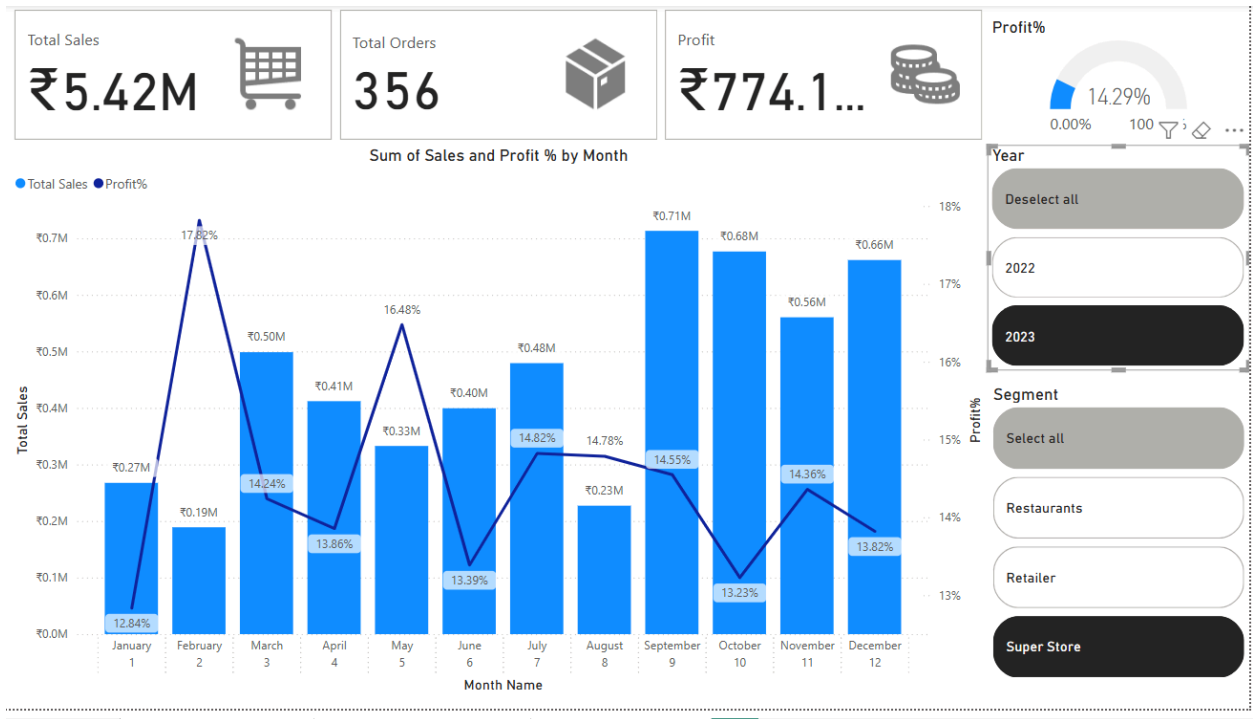
Observations:

- In 2022, Total sales were Rs. 24.66 M, and the profit generated was Rs. 3.44M (13.95%).
- In 2023, Total sales were Rs. 28.05 M, and the profit generated was Rs. 3.91M (13.93%).
- As we can see, the sales in the Retailer segment have increased from last year.
- Also, as we check the Super store segment profit increased a lot from last year.



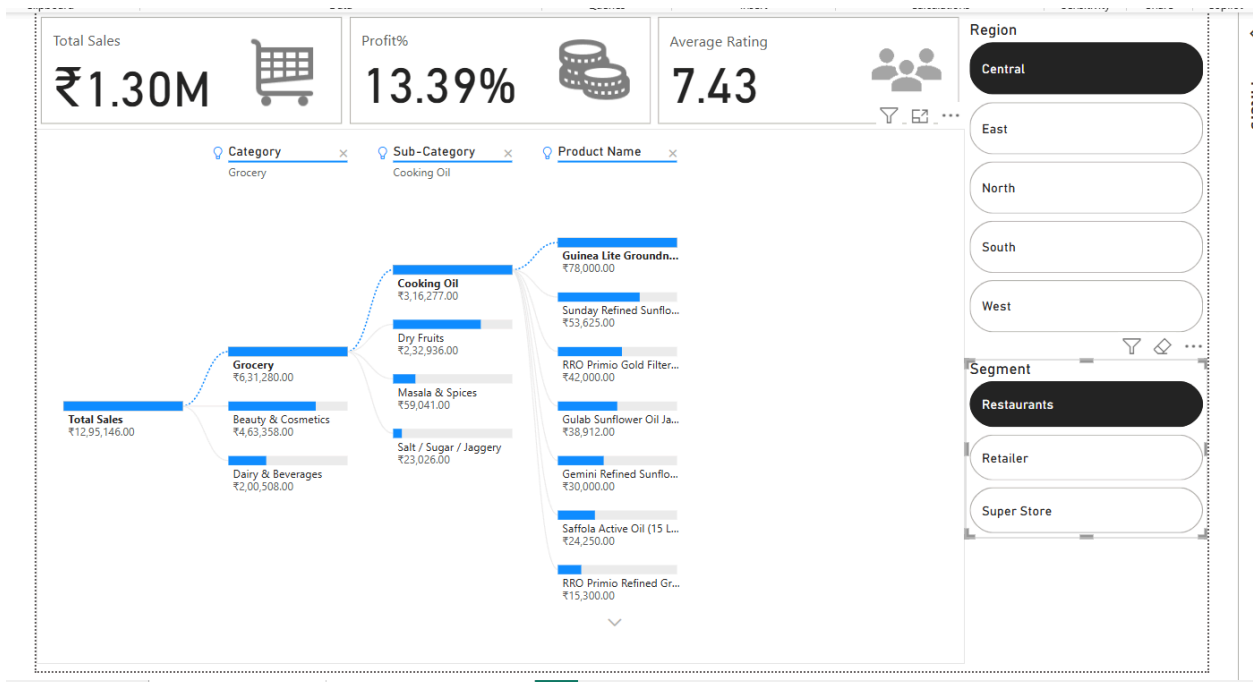






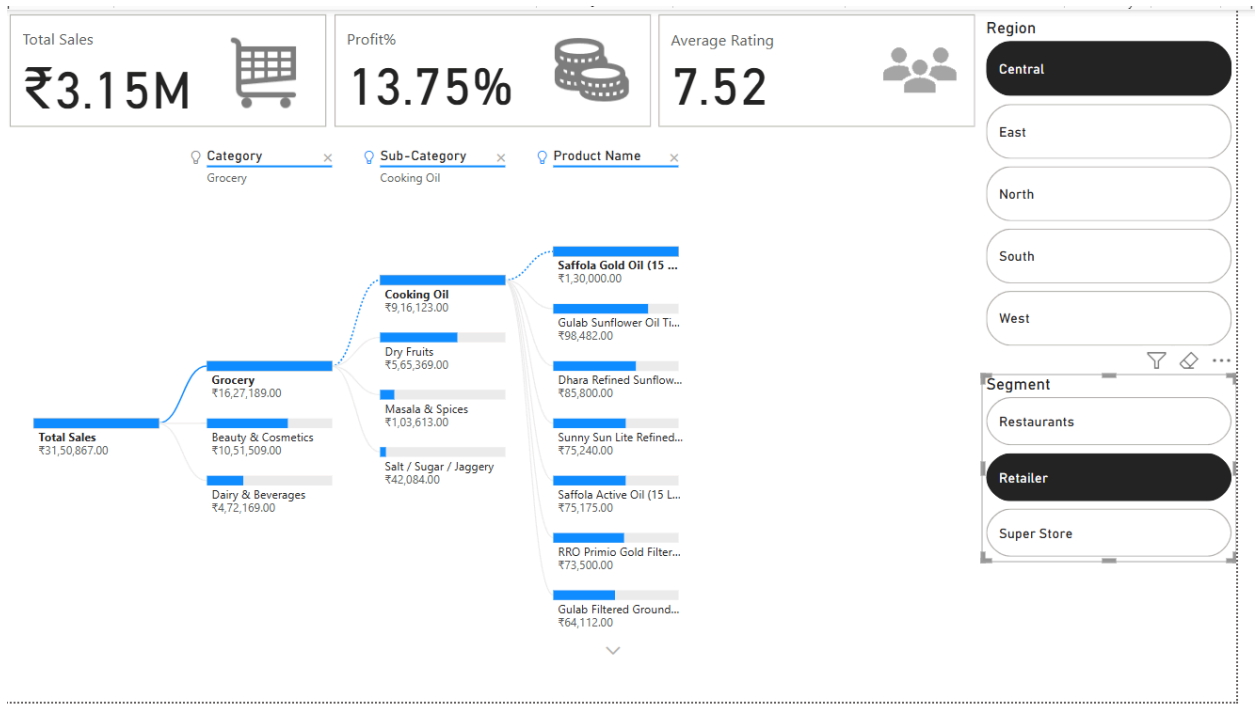
Task 4

Share the screenshot of the “Sales by Product Hierarchy” Tab
Answer screenshot



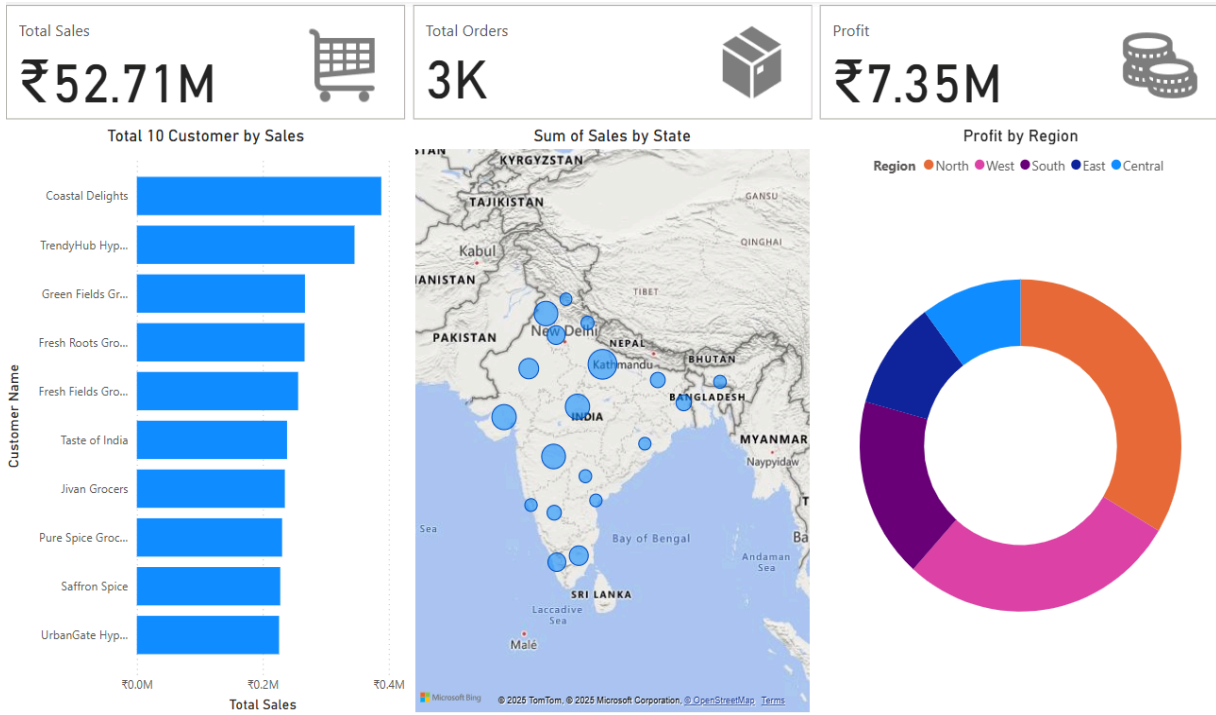
Observations:

- In the central region, cooking oil from the Grocery category is the highest-selling category in all customer segments.
- In the east region, the Beauty and cosmetics category is the highest sales segment in the restaurant and super store segments, except retailers, because retailers' highest selling category is Grocery.
- Also, in the north region, for restaurants and retail grocery is the highest category, but for super store grocery is the highest.
- For the south and west, grocery is the highest sales segment.



Task 5

Share the screenshot of the “Region-wise Analysis” Tab
Answer screenshot



Observations:

- Sales are highest in the north region (33.55%) as compared to other regions.
- Lowest sales in the central region which is 10.14%.
- Sales are highest from Uttar Pradesh.
- Coastal Delights is the highest-selling item.

