

Possible Questions and Answers for Your Dataset

1. Sales Performance Analysis:

Q1: What is the total sales amount across all stores?

A1: This can be calculated by summing the Sales column in sales_data_set.csv.

Power BI: Use a Card visualization to display the sum of the sales from the sales_data_set.csv.

2. Sales Trend Over Time:

Q2: How have sales performed over time? Are there any noticeable trends or seasonal variations?

A2: Visualize the trend of sales over time using a Line Chart. Plot the Sales against a Date column to identify patterns like peak months or seasonal dips.

Power BI: Use a Line Chart and place Date on the X-axis and Sales on the Y-axis.

3. Store Performance:

Q3: Which stores are performing the best in terms of sales?

A3: Rank the stores based on total sales using a Bar Chart or Table. The highest sales figures will indicate the top-performing stores.

Power BI: Create a Bar Chart with StoreID on the X-axis and Sales on the Y-axis.

4. Regional Sales:

Q4: How do sales differ across regions or store locations?

A4: Use the stores_data_set.csv to segment sales by region or store type. For example, you can check if urban stores outperform rural ones.

Power BI: Create a Map Visualization if geographic data is available, or a Bar Chart segmented by Region.

5. Feature Impact on Sales:

Q5: How do certain features (e.g., promotions, discounts, or special events) impact sales?

A5: Use the Features_data_set.csv to analyze the effect of certain promotions or events. For instance, a feature might show a Discount or Promotion, and you can correlate that with a spike in sales.

Power BI: Use a Line Chart to compare sales before, during, and after specific promotions. You can use a filter on features to examine their effects.

6. Average Sales per Store:

Q6: What is the average sales per store?

A6: Calculate the average by dividing the total sales by the number of stores.

Power BI: Create a Card that shows the Average Sales, using a measure in Power BI to compute this value.

7. Comparison of Store Types:

Q7: How do different types of stores perform? (e.g., Online vs. Brick-and-Mortar)

A7: If the stores_data_set.csv contains information about store type, you can compare the performance of different store categories.

Power BI: Use a Clustered Column Chart or Pie Chart to compare sales figures by store type.

8. Top Products by Sales:

Q8: Which products or product categories are generating the highest revenue?

A8: Filter the dataset to show the top-selling products or categories, based on the sales_data_set.csv.

Power BI: Use a Bar Chart to list products or categories by total sales.

9. Discount Impact on Sales:

Q9: How do discounts influence sales? Are sales higher when certain discounts are applied?

A9: This can be answered by looking at the Discount column in the Features_data_set.csv and analyzing how it correlates with an increase or decrease in sales.

Power BI: Use a Scatter Plot or Line Chart to display how sales increase or decrease based on the Discount percentage.

10. Sales Forecasting:

Q10: Can we forecast future sales based on historical trends?

A10: Use time-series forecasting to predict future sales trends based on the historical data.

Power BI: Use the built-in Analytics pane to add a forecasting line to your time-based charts.