AtliQ sales_insights

PROBLEM STATEMENT

market is growing dynamically and facing challenges in terms of tracking sales and have issues with insights of business.

using SQL
SELECT * FROM sales.transactions;
(for viewing transaction table of sales)

SELECT count(*) FROM sales.transactions;
(to find total no. of rows in transaction table)

SELECT count(*) FROM sales.customers;
(to find total no. of rows in customers table)

SELECT * FROM sales.markets;(to find country and it's code)

SELECT * FROM sales.transactions where market_code = "Mark001"
(to see how many transaction is performed in particular city in this we are looking for how many transaction is performed in Chennai)

SELECT count(*) FROM sales.transactions where market_code = "Mark001"

SELECT count(*) FROM sales.transactions where currency = "USD"
(to find how many transaction is done with USD currency)

now we will use inner join to find how many transaction is done in which date, using "Dates" and "Transaction" table.
select sales.transaction.*,sales.date.* from sales.transaction inner join sales.date on sales.transaction.order_date = sales.date.date

to see all transaction in particular year suppose year 2020
select sales.transaction.*,sales.date.* from sales.transaction inner join sales.date on sales.transaction.order_date = sales.date.date where sales.date.year =2020;

to know total revenue in year 2020
select sum(sales.transaction.sales_amount) from sales.transaction inner join sales.date on sales.transaction.order_date = sales.date.date where sales.date.year =2020;

of particular place
select sum(sales.transaction.sales_amount) from sales.transaction inner join sales.date on sales.transaction.order_date = sales.date.date where sales.date.year =2020 and sales.transaction.market_code='Mark001'; (Mark001 = Chennai)

select distinct product_code from sales.transaction where market_code='Mark001';
to see distinct product in particular place

ETL process in Power BI

power bi -> get data -> more -> database -> mySQL database -> connect -> server(LocalHost) and Database(name of database you are going to use in our case it is 'sales') -> load all data of sales

now to transform market table data since we don't need NY and paris data because we are working on indian data
table section in left side below report -> transform data -> opens power query editor -> zone -> select everything except blank since NY and paris zones are blank

since we can't have minus transaction or zero transactions in sales_amout FILTER IT

now we need to convert USD into INR
we will make new column named normalized_currency for USD dollar coverted to INR currency
add column -> conditional column -> change 'custom' to 'normalized_currency' in formula -> change formula write if [currency] = 'USD' or [currency] = 'USD(cr)' instead of 1 put [sales_amount]*75 (since 1USD = 75 INR) and inplace of 0 put [sales_amount]

once done with transformation of data now it's time to apply it for that
home -> close & apply

Now to remove duplicates
go to SQL workbench to check
select district(transactions.currency) from transactions;
(to check unique currencies)
we found INR are duplicated 2 times right click and copy both INR 'on query page to see difference we found one is 'INR' and other is 'INR\r'
now to check how many are 'INR\r' we will write formula
select count(*) from sales.transactions where sales.transaction.currency = 'INR\r' ;
and to find how many are 'INR'
select count(*) from sales.transactions where sales.transaction.currency = 'INR' ;

follow same steps for USD too

we will remove INR and USD and keep INR\r and USD\r since majority of data is covered by INR\r and USD\r

Building Power BI Dashboard
enter data -> table name = BaseMeasures -> fields -> BaseMeasures -> new measure -> type 'Revenue = sum('sales.transaction'[sales_amount]) where measure is written on head -> create another measure -> sales Qty = sum('sales.transaction'[sales_qty])
now drag and drop revenue and change it to card to show over all revenue (sum of all sales) same with sales quantity too

now to see how many market gave how much revenue (drag and drop)
sales qty by market

select slicer for year buttons similarly use date
change date format
custom tools -> format-> mmm yy

to see top 5 customer who gives highest revenue
axis = customer_name
values = revenue
filter -> customer_name -> show items -> Top 5 -> by value -> revenue
do similarly for top 5 products

now to see revenue trend
date -> x-axis and revenue -> y-axis

Publish Power BI report

Create a mobile layout for easy access on phone

Sales Insights