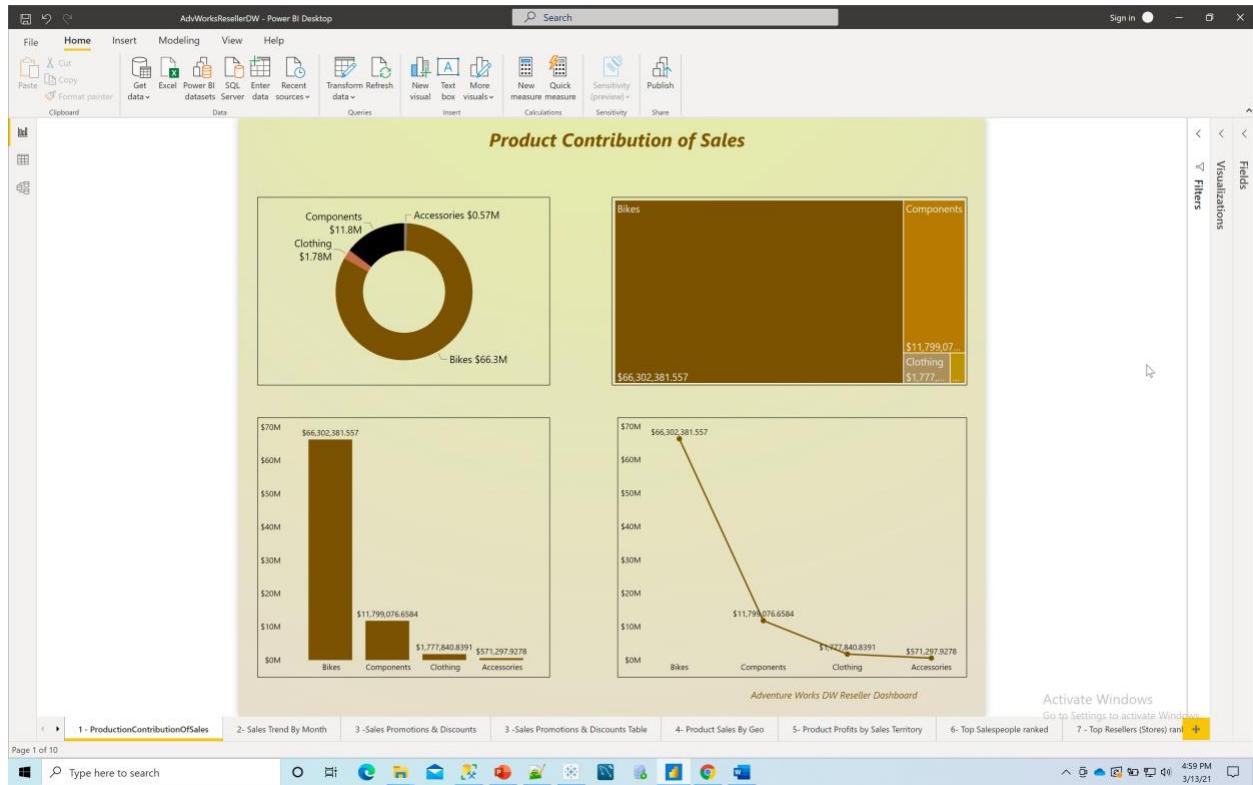


## AdventureWorksDW -PowerBI & SQL Screen shots

### 1. Product Contribution of Sales



# Team 4 | Spring 2021 | MS IS | INFO 7370 Sec 01 | Prof: Rick Sherman

The screenshot shows the Microsoft SQL Server Management Studio (SSMS) interface. The Object Explorer on the left lists several databases, including 'localhost (SQL Server 15.0.2080.9 - SHIVIBHATTAB)' and 'localhost (SQL Server 15.0.2080.9 - info7370)'. The central pane displays three T-SQL queries:

```
--- 1. Product Contribution of Sales
select dpc.englishproductcategoryname, SUM(frs.salesamount) as salesAmount
From FactResellerSales frs
JOIN DimProduct dp ON frs.ProductKey = dp.ProductKey
JOIN DimProductSubCategory dps ON dp.ProductSubCategoryKey = dps.ProductSubCategoryKey
JOIN DimProductCategory dpc ON dps.ProductCategoryKey = dpc.ProductCategoryKey
GROUP BY dpc.englishproductcategoryname
ORDER BY salesAmount DESC

--- 2 . Sales Trends & Forecast (by Month)
select DATENAME(mm, OrderDate ) as OrderMonthName, SUM(frs.salesamount) as salesAmount
from FactResellerSales frs
Group by DATENAME(mm, OrderDate )
Order by sum( SalesAmount ) desc

--- 3. Sales Promotions & Discounts
Select
dp.EnglishPromotionCategory as PromotionCategory,
dp.FranchisedPromotionTune as PromotionTune
```

The results pane shows the output for the third query:

| englishproductcategoryname | salesAmount  |
|----------------------------|--------------|
| Books                      | 8802381.857  |
| Components                 | 1199076.6984 |
| Clothing                   | 1777640.8391 |
| Accessories                | 871297.9278  |

At the bottom, a status bar indicates: 'Activate Windows Go to Settings to activate Windows' and 'localhost (15.0 RTM) info7370 (S2) AdventureWorksDW 0000000 4 rows'. The taskbar at the very bottom shows various application icons.

## 2. Sales Trends & Forecast (by Month)

```

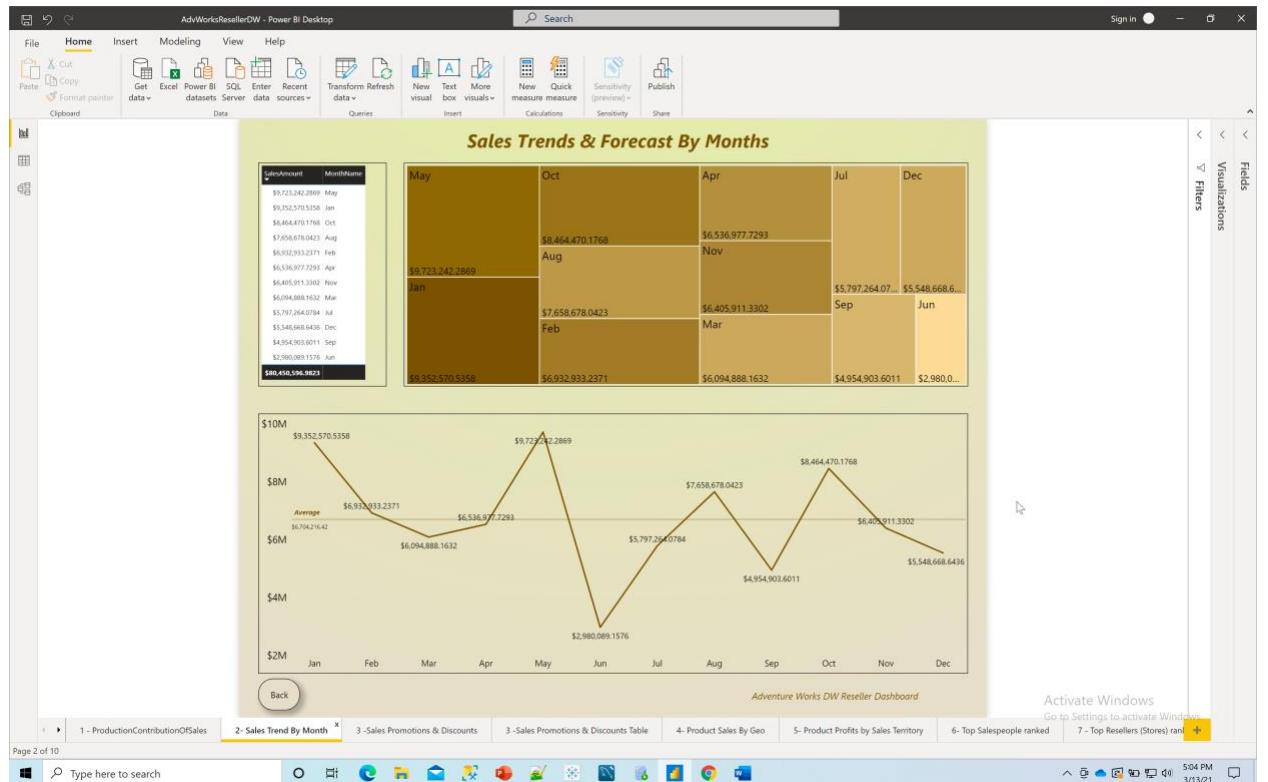
-- 1. Product Contribution of Sales
select dpc.EnglishProductCategoryName, SUM(frs.SalesAmount) as salesAmount
From FactResellerSales frs
JOIN DimProduct dp ON frs.ProductKey = dp.ProductKey
JOIN DimProductSubcategory dps ON dp.ProductSubcategoryKey = dps.ProductSubcategoryKey
JOIN DimProductCategory dpc ON dps.ProductCategoryKey = dpc.ProductCategoryKey
GROUP BY dpc.EnglishProductCategoryName
ORDER BY salesAmount DESC

-- 2 . Sales Trends & Forecast (by Month)
select DATENAME(mm, OrderDate) as OrderMonthName, SUM(frs.SalesAmount) as salesAmount
From FactResellerSales frs
Group by DATENAME(mm, OrderDate)
Order by sum(SalesAmount) desc

-- 3. Sales Promotions & Discounts
Select
dp.EnglishPromotionCategory as PromotionCategory,
dp.EnglishPromotionType as PromotionType

```

| OrderMonthName | salesAmount |
|----------------|-------------|
| May            | 973232.2869 |
| January        | 935270.5358 |
| October        | 844000.1758 |
| August         | 765887.0423 |
| February       | 693293.2371 |
| April          | 683293.7703 |
| November       | 640911.3302 |
| March          | 609488.1632 |
| September      | 594868.6456 |
| December       | 495403.6011 |
| June           | 298089.1876 |



### 3. Sales Promotions & Discounts

**SQL Server Management Studio (SSMS) Query Editor:**

```

-- 3. Sales Promotions & Discounts
SELECT
    dp.EnglishPromotionCategory AS PromotionCategory,
    dp.EnglishPromotionType AS PromotionType,
    dp.EnglishPromotionName AS PromotionName,
    SUM(frs.DiscountAmount) AS DiscountAmount
FROM FactResellerSales frs
JOIN DimPromotion dp ON dp.PromotionKey = frs.PromotionKey
WHERE dp.EnglishPromotionCategory = 'Reseller'
    AND dp.EnglishPromotionType != 'No Discount'
GROUP BY dp.EnglishPromotionCategory, dp.EnglishPromotionType, dp.EnglishPromotionName
ORDER BY SUM(frs.DiscountAmount) DESC

```

**Results Grid (Messages):**

| PromotionCategory | PromotionType        | PromotionName               | DiscountAmount        |
|-------------------|----------------------|-----------------------------|-----------------------|
| 1 Reseller        | New Product          | Touring-1000 Promotion      | 145332.9072           |
| 2 Reseller        | Discontinued Product | Mountain-100 Clearance Sale | 135114.9158           |
| 3 Reseller        | New Product          | Touring-3000 Promotion      | 78719.89500000000000  |
| 4 Reseller        | Volume Discount      | Volume Discount 11 to 14    | 53035.52189999999999  |
| 5 Reseller        | Volume Discount      | Volume Discount 15 to 24    | 544212.13600000000000 |
| 6 Reseller        | Excess Inventory     | Road-650 Overstock          | 21422.4064            |
| 7 Reseller        | Discounted Product   | Mountain-500 Clearance Sale | 18044.0044            |
| 8 Reseller        | Volume Discount      | Volume Discount 25 to 40    | 13794.2818            |
| 9 Reseller        | Seasonal Discount    | Sport Helmet Discount-2001  | 1606.0427             |
| 10 Reseller       | Seasonal Discount    | Sport Helmet Discount-2002  | 827.9467              |
| 11 Reseller       | Volume Discount      | Volume Discount 41 to 60    | 304.5726              |

**Power BI Desktop:**

**Promotion Category : Reseller**

**Sales Promotion & Discounts**

**Legend:**

- Discontinued Product
- Excess Inventory
- New Product
- Seasonal Discount
- Volume Discount

**Dashboard Navigation:**

- 1 - ProductionContributionOfSales
- 2 - Sales Trend By Month
- 3 - Sales Promotions & Discounts (Current)
- 4 - Product Sales By Geo
- 5 - Product Profits by Sales Territory
- 6 - Top Salespeople ranked
- 7 - Top Resellers (Stores) rank

AdvWorksResellerDW - Power BI Desktop

**Promotion Category : Reseller**

### Sales Promotion & Discounts

| PromotionName                      | PromotionType        | DiscountAmount    | PromotionCategory |
|------------------------------------|----------------------|-------------------|-------------------|
| Mountain-100 Clearance Sale        | Discontinued Product | 135,114.92        | Reseller          |
| Mountain-500 Silver Clearance Sale | Discontinued Product | 17,266.09         | Reseller          |
| Road-650 Overstock                 | Excess Inventory     | 21,422.61         | Reseller          |
| Touring-1000 Promotion             | New Product          | 145,332.91        | Reseller          |
| Touring-3000 Promotion             | New Product          | 78,219.57         | Reseller          |
| Sport Helmet Discount-2002         | Seasonal Discount    | 827.65            | Reseller          |
| Sport Helmet Discount-2003         | Seasonal Discount    | 1,606.04          | Reseller          |
| Volume Discount 11 to 14           | Volume Discount      | 59,004.52         | Reseller          |
| Volume Discount 15 to 24           | Volume Discount      | 54,612.81         | Reseller          |
| Volume Discount 25 to 40           | Volume Discount      | 13,794.28         | Reseller          |
| Volume Discount 41 to 60           | Volume Discount      | 306.53            | Reseller          |
| <b>Total</b>                       |                      | <b>527,507.93</b> |                   |

Adventure Works DW Reseller Dashboard

Activate Windows  
Go to Settings to activate Windows

1 - ProductionContributionOfSales    2- Sales Trend By Month    3 - Sales Promotions & Discounts    4 - Sales Promotions & Discounts Table    5- Product Sales By Geo    6- Product Profits by Sales Territory    7 - Top Salespeople ranked    8 - Top Resellers (Stores) ranked

Type here to search

## 4. Product Sales by Geo

SQL Server Management Studio (Administrator)

```

--> 4. Product Sales by Geo
SELECT
    dp.EnglishProductName AS Product,
    SUM(frs.SalesAmount) AS SalesAmount,
    dst.SalesTerritoryGroup
FROM FactResellerSales frs
JOIN DimProduct dp ON frs.ProductKey = dp.ProductKey
JOIN DimSalesTerritory dst ON dst.SalesTerritoryKey = frs.SalesTerritoryKey
GROUP BY
    dp.EnglishProductName,
    dst.SalesTerritoryGroup
ORDER BY SUM(frs.SalesAmount) DESC

--> 5 .Product Profits by Sales Territory
SELECT
    dp.EnglishProductName,
    dst.SalesTerritoryGroup

```

| Product                 | SalesAmount          | Geo           |
|-------------------------|----------------------|---------------|
| Mountain-200 Black, 38  | 2,578,267.70         | North America |
| Mountain-200 Black, 42  | 2,228,150.81         | North America |
| Mountain-200 Silver, 38 | 2,020,765.76         | North America |
| Mountain-200 Silver, 42 | 1,853,949.72         | North America |
| Mountain-200 Silver, 46 | 1,649,886.06         | North America |
| Mountain-200 Black, 46  | 1,706,344.03         | North America |
| Road-250 Black, 44      | 1,642,242.73         | North America |
| Road-250 Black, 48      | 1,438,275.99         | North America |
| Mountain-100 Black, 38  | 1,174,622.74         | North America |
| Mountain-100 Black, 44  | 1,163,352.98         | North America |
| Road-350-W Yellow, 48   | 1,121,186.13         | North America |
| Road-250 Black, 52      | 1,111,287.94         | North America |
| <b>Total</b>            | <b>80,450,596.98</b> |               |

Activate Windows  
Go to Settings to activate Windows

localhost (15.0 RTM) | info7370 (52) | AdventureWorksDW | 00:00:00 | 591 rows

Ready Type here to search

File Home Insert Modeling View Help

Get data Excel Power BI SQL Enter data Recent sources Transform Refresh data New visual Text box More visuals New measure Quick measure Sensitivity (preview) Calculations Sensitivity Share

Product Sales by Geo

Adventure Works DW Reseller Dashboard

Activate Windows  
Go to Settings to activate Windows

Page 5 of 10

## 5. Product Profits by Sales Territory

**SQL Server Management Studio (Administrator)**

```

-- 5 .Product Profits by Sales Territory
SELECT
    dp.EnglishProductName,
    dst.SalesTerritoryGroup,
    SUM(frs.SalesAmount) - (frs.TotalProductCost) AS Profit
FROM FactResellerSales frs
JOIN DimProduct dp ON dp.ProductKey = frs.ProductKey
JOIN DimSalesTerritory dst ON dst.SalesTerritoryKey = frs.SalesTerritoryKey
GROUP BY
    dp.EnglishProductName,
    dst.SalesTerritoryGroup
ORDER BY Profit DESC

```

**Results**

| EnglishProductName             | SalesTerritoryGroup | Profit      |
|--------------------------------|---------------------|-------------|
| Mountain-200 Black, 38         | North America       | 238824.0162 |
| Mountain-200 Black, 42         | North America       | 203259.4128 |
| Mountain-200 Silver, 38        | North America       | 188239.4324 |
| Mountain-200 Silver, 42        | North America       | 172244.1462 |
| Mountain-200 Silver, 46        | North America       | 172244.1389 |
| Mountain-200 Black, 46         | North America       | 159804.5873 |
| HL Mountain Frame - Silver, 38 | Europe              | 159804.5762 |
| HL Mountain Frame - Black, 42  | North America       | 81722.847   |
| Hitch Rack - 4 Bike            | North America       | 47172.504   |
| HL Mountain Frame - Silver, 38 | Europe              | 47172.4992  |
| HL Mountain Frame - Silver, 46 | North America       | 46255.4983  |
| Mountain-200 Black, 38         | Europe              | 43395.3294  |
| HL Mountain Rear Wheel         | North America       | 39395.3188  |
| Mountain-200 Black, 42         | Europe              | 36656.5178  |
| Mountain-300 Black, 48         | North America       | 33305.7487  |
| Mountain-300 Black, 40         | North America       | 31149.6409  |
| HL Road Front Wheel            | North America       | 31149.5379  |
| Mountain-300 Black, 44         | North America       | 32837.3518  |
| Woman's Mountain Shorts, S     | North America       | 29936.9147  |
| 20" Mountain Bike              | Europe              | 29936.5007  |
| Mountain-300 Black, 38         | North America       | 29879.0542  |
| Woman's Mountain Shorts, L     | North America       | 28775.181   |
| 22" Mountain Bike              | Europe              | 28775.1771  |
| ML Mountain Rear Wheel         | North America       | 28492.595   |
| HL Road Front Wheel            | North America       | 28485.5516  |
| Mountain-300 Silver, 48        | Europe              | 28485.5442  |
| 27" Mountain Bike              | North America       | 25175.2485  |
| HL Crankset                    | North America       | 25001.7986  |

Query executed successfully.

**Power BI Desktop**

**Product Profits by Sales Territory**

| ProductName                    | SalesTerritory | Profit            |
|--------------------------------|----------------|-------------------|
| Mountain-200 Black, 38         | North America  | 238824.02         |
| Mountain-200 Black, 42         | North America  | 203259.41         |
| Mountain-200 Silver, 38        | North America  | 188239.43         |
| Mountain-200 Silver, 46        | North America  | 173557.74         |
| Mountain-200 Silver, 42        | North America  | 172244.14         |
| Mountain-200 Black, 46         | North America  | 159804.57         |
| HL Mountain Frame - Silver, 38 | North America  | 84201.77          |
| HL Mountain Frame - Black, 42  | North America  | 81722.85          |
| Hitch Rack - 4 Bike            | North America  | 47172.50          |
| <b>Total</b>                   |                | <b>470,482.60</b> |

**Profit by ProductName and SalesTerritory**

**Adventure Works DW Reseller Dashboard**

- 1 - ProductionContributionOfSales
- 2 - Sales Trend By Month
- 3 - Sales Promotions & Discounts
- 4 - Product Sales By Geo
- 5 - Product Profits by Sales Territory**
- 6 - Top Salespeople ranked
- 7 - Top Resellers (Stores) ran

## 6 Top Salespeople ranked

SQL Server Management Studio (Administrator)

```

-- 6 . Top Salespeople ranked
select top 10
CONCAT(l.lastName, ', ', l.firstName) as EmployeeName,
SUM(frs.SalesAmount) as SalesAmount
from FactResellerSales frs
JOIN DimEmployee de on de.EmployeeKey = frs.EmployeeKey
Group By de.LastName, de.FirstName
Order By SUM(SalesAmount) desc;

```

-- 7 . Top Resellers (Stores) ranked

```

select top 10
dr.ResellerName,
SUM(frs.SalesAmount) as SalesAmount

```

Results (10 rows)

| EmployeeName              | SalesAmount             |
|---------------------------|-------------------------|
| Mitchell, Linda           | \$10,367,007.4286       |
| Carson, Jillian           | \$10,065,803.5429       |
| Blythe, Michael           | \$9,293,903.0055        |
| Pak, Jae                  | \$8,503,338.6472        |
| Reiter, Tsvi              | \$7,171,012.7514        |
| Ito, Shu                  | \$6,427,005.5556        |
| Saraiva, José             | \$5,926,418.3574        |
| Varkey Chudukatil, Ranjit | \$4,509,888.933         |
| Campbell, David           | \$3,729,945.3501        |
| Vargas, Garrett           | \$3,609,447.2163        |
| <b>Total</b>              | <b>\$69,603,770.788</b> |

Power BI Desktop

### Top Sales People Ranked

| EmployeeName              | SalesAmount      |
|---------------------------|------------------|
| Mitchell, Linda           | \$10.37M         |
| Carson, Jillian           | \$10.1M          |
| Blythe, Michael           | \$9.3M           |
| Pak, Jae                  | \$8.5M           |
| Reiter, Tsvi              | \$7.2M           |
| Ito, Shu                  | \$6.4M           |
| Saraiva, José             | \$5.9M           |
| Varkey Chudukatil, Ranjit | \$4.5M           |
| Campbell, David           | \$3.7M           |
| Vargas, Garrett           | \$3.6M           |
| Mensah-Arthur, Tete       | \$3.3M           |
| Albers, Abbas, Syed       | \$2.3M           |
| Valdez, Rachel            | \$1.8M           |
| Tsoflias, Jiang, Lynn     | \$1.4M           |
| Stephens, Amy             | \$1.1M           |
| Activate Windows          | \$0.7M           |
| Total                     | \$69,603,770.788 |

Activate Windows

## 7. Top Resellers (Stores) ranked

**Microsoft SQL Server Management Studio (Administrator)**

```

-- 7 . Top Resellers (Stores) ranked
select top 10
dr.ResellerName,
SUM(frs.SalesAmount) as SalesAmount
from FactResellerSales frs JOIN
DimEmployee de on de.EmployeeKey = frs.EmployeeKey
Group By dr.ResellerName
Order By sum(SalesAmount) desc

-- 8 Geo Contribution to Sales

Select
CONCAT(dst.SalesTerritoryCountry, "-", dst.SalesTerritoryGroup, "-", dst.SalesTerritoryRegion) AS GFO

```

**Results [!]**

| ResellerName                       | SalesAmount         |
|------------------------------------|---------------------|
| Brakes and Gears                   | 877,107.19          |
| Excellent Riding Supplies          | 853,849.18          |
| Vigorous Exercise Company          | 841,908.77          |
| Totes & Baskets Company            | 816,755.58          |
| Retail Mall                        | 799,277.90          |
| Corner Bicycle Supply              | 787,773.04          |
| Outdoor Equipment Store            | 746,317.53          |
| Thorough Parts and Repair Services | 740,985.83          |
| Health Spa, Limited                | 730,798.71          |
| Fitness Toy Store                  | 727,272.65          |
| <b>Total</b>                       | <b>7,922,046.38</b> |

**Activate Windows**  
Go to Settings to activate Windows.

**Power BI Desktop**

**Top Resellers Ranked by Sales**

**ResellerName**

| ResellerName                       | SalesAmount         |
|------------------------------------|---------------------|
| Brakes and Gears                   | 877,107.19          |
| Excellent Riding Supplies          | 853,849.18          |
| Vigorous Exercise Company          | 841,908.77          |
| Totes & Baskets Company            | 816,755.58          |
| Retail Mall                        | 799,277.90          |
| Corner Bicycle Supply              | 787,773.04          |
| Outdoor Equipment Store            | 746,317.53          |
| Thorough Parts and Repair Services | 740,985.83          |
| Health Spa, Limited                | 730,798.71          |
| Fitness Toy Store                  | 727,272.65          |
| <b>Total</b>                       | <b>7,922,046.38</b> |

**SalesAmount by ResellerName**

**Activate Windows**  
Go to Settings to activate Windows.

1 - ProductionContributionOfSales    2 - Sales Trend By Month    3 - Sales Promotions & Discounts    3 - Sales Promotions & Discounts Table    4 - Product Sales By Geo    5 - Product Profits by Sales Territory    6 - Top Salespeople ranked    7 - Top Resellers (Stores) ran

## 8. Geo Contribution to Sales

**SQL Server Management Studio (Administrator)**

```
--> 8 Geo Contribution to Sales
-->
--> Select
CONCAT(dst.SalesTerritoryCountry,'.', dst.SalesTerritoryGroup,'.', dst.SalesTerritoryRegion) AS GEO,
CONCAT('$', SUM(SalesAmount)) AS SalesAmount
from FactResellerSales frs
JOIN DimSalesTerritory dst ON dst.SalesTerritoryKey = frs.SalesTerritoryKey
Group By
dst.SalesTerritoryCountry,
dst.SalesTerritoryGroup,
dst.SalesTerritoryRegion
ORDER BY SUM(SalesAmount) DESC

--> 9 Salespeople's report with sales, profit and various person's attributeExamples for Data Viz for
-->
--> Select
dr.ResellerName,
CONCAT('$', dr.AnnualRevenue) AS AnnualRevenue,
CONCAT('$', dr.AnnualSales) AS AnnualSales,
```

Results [!]

| GEO                                     | SalesAmount   |
|---|---------------|
| 1 United States-North America-Southwest | \$18466458.79 |
| 2 Canada-North America-Canada           | \$14377925.60 |
| 3 United States-North America-Northwest | \$12435076.00 |
| 4 United States-North America-Central   | \$7906008.18  |
| 5 United States-North America-Southeast | \$7867416.23  |
| 6 United States-North America-Northeast | \$6932842.01  |
| 7 France-Europe-France                  | \$4607537.94  |
| 8 United Kingdom-Europe-United Kingdom  | \$4279008.83  |
| 9 Germany-Europe-Germany                | \$1983988.04  |
| 10 Australia-Pacific-Australia          | \$1594335.38  |

Activate Windows  
Go to Settings to activate Windows

localhost (15.0 RTM) info7370 (52) AdventureWorksDW 00:00:00 10 rows

**Power BI Desktop**

Geo Contribution By Sales

**Data View**

| SalesAmount        | SalesTerritoryCountry | SalesTerritoryGroup | SalesTerritoryRegion |
|--------------------|-----------------------|---------------------|----------------------|
| 18466458.79        | United States         | North America       | Southwest            |
| 14377925.60        | Canada                | North America       | Canada               |
| 12435076.00        | United States         | North America       | Northwest            |
| 7906008.18         | United States         | North America       | Central              |
| 7867416.23         | United States         | North America       | Southeast            |
| 6932842.01         | United States         | North America       | Northeast            |
| 4607537.94         | France                | Europe              | France               |
| 4279008.83         | United Kingdom        | Europe              | United Kingdom       |
| 1983988.04         | Germany               | Europe              | Germany              |
| 1594335.38         | Australia             | Pacific             | Australia            |
| <b>80450596.98</b> |                       |                     |                      |

Activate Windows  
Go to Settings to activate Windows

Page 9 of 10

## 9. Salespeople's report with sales, profit and various person's attributExamples for Data Viz

AdWorksResellerDW.sql - localhostAdventureWorksDW (info7370 [52]) - Microsoft SQL Server Management Studio (Administrator)

```
-- 9 Salespeople's report with sales, profit and various person's attributExamples for Data Viz

Select
CONCAT(de.lastName, ', ', de.firstName) as EmployeeName,
SUM(frs.PayFrequency) AS PayFrequency,
SUM(de.BaseRate) AS BaseRate,
SUM(de.SickLeaveHours) AS SickLeaveHours,
de.Title,
de.DepartmentName,
de.Gender,
CONCAT('$', SUM(frs.SalesAmount)) AS SalesAmount,
CONCAT('$', SUM(frs.SalesAmount) - frs.TotalProductCost)) AS Profit
From FactResellerSales frs
JOIN DimEmployee de ON de.EmployeeKey = frs.EmployeeKey
GROUP BY
de.LastName,
de.FirstName,
de.Title,
de.DepartmentName,
de.Gender
ORDER BY SUM(frs.SalesAmount) DESC
```

Results (17 rows)

| EmployeeName               | PayFrequency | BaseRate    | SickLeaveHours | Title                        | DepartmentName | Gender | SalesAmount   | Profit      |
|----------------------------|--------------|-------------|----------------|------------------------------|----------------|--------|---------------|-------------|
| Mitchell, Linda            | 14214        | 164007.5283 | 234831         | Sales Representative         | Sales          | F      | \$10670074.4  | \$172016.12 |
| Caron, Jill                | 15650        | 186576.7425 | 256400         | Sales Representative         | Sales          | F      | \$10568033.54 | \$164358.61 |
| Bryant, Michael            | 14320        | 163500.5597 | 256400         | Sales Representative         | Sales          | M      | \$10568033.54 | \$164358.61 |
| Pak, Joe                   | 13476        | 154802.1522 | 256044         | Sales Representative         | Sales          | F      | \$850333.65   | \$231727.94 |
| Ritter, Troy               | 10834        | 120007.5873 | 184178         | Sales Representative         | Sales          | M      | \$771702.76   | \$110965.36 |
| Reilly, John               | 10890        | 100000.0000 | 198980         | Sales Representative         | Sales          | M      | \$640000.00   | \$104000.77 |
| Saravia, Jose              | 8874         | 102392.2053 | 155295         | Sales Representative         | Sales          | M      | \$592461.36   | \$267017.98 |
| Vartkey Chukwukwu, Ravneet | 6338         | 78899.2111  | 126603         | Sales Representative         | Sales          | M      | \$450988.93   | \$-37818.26 |
| Campbell, James            | 6244         | 91000.0000  | 119247         | Sales Representative         | Sales          | M      | \$330000.00   | \$-30000.00 |
| Wong, Gerret               | 6568         | 75784.5396  | 118224         | Sales Representative         | Sales          | M      | \$3060442.72  | \$-19970.81 |
| Annan-Wolfe, Pamela        | 4128         | 47630.2116  | 63084          | Sales Representative         | Sales          | F      | \$325120.61   | \$125116.02 |
| Mensa-Aman, Tella          | 3786         | 43084.1717  | 75827          | Sales Representative         | Sales          | M      | \$231254.69   | \$-60401.80 |
| Van, Huy                   | 3442         | 39710.0000  | 55717          | Sales Representative         | Sales          | F      | \$177000.00   | \$-20000.76 |
| Torkeff, Lynn              | 2938         | 33876.6882  | 55784          | Sales Representative         | Sales          | F      | \$142160.83   | \$-87654.44 |
| Jiang, Stephan             | 1884         | 38095.992   | 21384          | North American Sales Manager | Sales          | M      | \$1092123.86  | \$-61403.60 |
| Alberts, Amy               | 1168         | 28090.864   | 17620          | European Sales Manager       | Sales          | F      | \$73278.44    | \$-5218.18  |
| Ahmed, Syed                | 490          | 17741.148   | 7350           | Pacific Sales Manager        | Sales          | M      | \$77250.49    | \$-50766.44 |

Activate Windows  
Go to Settings to activate Windows.

localhost (15.0 RTM) - info7370 [52] - AdventureWorksDW 00:00:09 17 rows

Ready Type here to search

**Sales Person Tabular Report**

| EmployeeName             | PayFrequency      | BaseRate            | SickLeaveHours      | DimEmployee.Title            | DimEmployee.DepartmentName | DimEmployee.Gender | SalesAmount          | Profit            |
|--------------------------|-------------------|---------------------|---------------------|------------------------------|----------------------------|--------------------|----------------------|-------------------|
| Mitchell, Linda          | 14,214.00         | 164,007.53          | 234,531.00          | Sales Representative         | Sales                      | F                  | 10,367,007.43        | 172,416.12        |
| Carson, Jillian          | 15,650.00         | 180,576.74          | 250,400.00          | Sales Representative         | Sales                      | F                  | 10,065,803.54        | 164,535.61        |
| Blythe, Michael          | 14,138.00         | 163,130.61          | 275,691.00          | Sales Representative         | Sales                      | M                  | 9,293,903.01         | 122,069.42        |
| Pak, Jee                 | 13,476.00         | 155,492.15          | 256,044.00          | Sales Representative         | Sales                      | F                  | 8,503,338.65         | 233,727.94        |
| Reiter, Tsvi             | 10,834.00         | 125,007.57          | 184,178.00          | Sales Representative         | Sales                      | M                  | 7,171,012.75         | 110,955.36        |
| Ito, Shu                 | 9,090.00          | 104,864.51          | 149,985.00          | Sales Representative         | Sales                      | M                  | 6,427,005.56         | -162,403.17       |
| Saraiya, José            | 8,874.00          | 102,392.21          | 155,295.00          | Sales Representative         | Sales                      | M                  | 5,926,418.36         | 26,707.98         |
| Varkey Chudukati, Ranjit | 6,838.00          | 78,899.92           | 126,503.00          | Sales Representative         | Sales                      | M                  | 4,509,888.93         | -37,815.26        |
| Campbell, David          | 4,494.00          | 51,853.79           | 69,657.00           | Sales Representative         | Sales                      | M                  | 3,729,945.35         | 67,325.63         |
| Vargas, Garrett          | 6,568.00          | 75,784.54           | 118,224.00          | Sales Representative         | Sales                      | M                  | 3,609,447.22         | -19,970.81        |
| Anisman-Wolfe, Pamela    | 4,128.00          | 47,630.72           | 63,984.00           | Sales Representative         | Sales                      | F                  | 3,325,102.60         | 125,116.02        |
| Mensa-Annan, Tete        | 3,786.00          | 43,684.57           | 71,827.00           | Sales Representative         | Sales                      | M                  | 2,312,545.69         | -60,481.80        |
| Valdez, Rachel           | 3,442.00          | 39,715.34           | 63,677.00           | Sales Representative         | Sales                      | F                  | 1,790,640.23         | -95,870.76        |
| Tsoflias, Lynn           | 2,936.00          | 33,876.89           | 55,784.00           | Sales Representative         | Sales                      | F                  | 1,421,810.93         | -87,954.44        |
| Jiang, Stephen           | 1,584.00          | 38,095.99           | 21,384.00           | North American Sales Manager | Sales                      | M                  | 1,092,123.86         | -61,493.60        |
| Alberts, Amy             | 1,168.00          | 28,090.98           | 17,520.00           | European Sales Manager       | Sales                      | F                  | 732,078.44           | -5,215.18         |
| <b>Total</b>             | <b>121,710.00</b> | <b>1,444,908.82</b> | <b>2,124,034.00</b> |                              |                            |                    | <b>80,450,596.98</b> | <b>470,482.60</b> |

Back

Activate Windows  
Go to Settings to activate Windows

1 - Just Sales By Geo   2 - Product Profits by Sales Territory   3 - Top Salespeople ranked   4 - Top Resellers (Stores) ranked   5 - Geo Contribution By Sales   6 - Sales Person Report   7 - SalesPersonTabularReport   8 - Reseller Report   9 - ResellerTabularReport

## DASHBOARD

Page 11 of 13

7:33 PM  
3/13/21

AdvWorksResellerDW - Power BI Desktop

**Sales People Report**

**EmployeeName**

- Abbas, Syed
- Abercrombie, Kim
- Akborous, Hazem
- Ackerman, Pilar
- Adams, Jay
- Ajenstat, Francois
- Alberts, Amy
- Addison, Greg
- Alexander, Sean

**SalesAmount**

- \$27,893,619
- \$27,055,7604
- \$26,150,2081
- \$24,938,4761
- \$23,667,8549
- \$23,190,6518
- \$23,020,1318
- \$22,963,365
- \$22,422,1784

**428** Pay Frequency

**\$5.48K** Base Rate

**13409** Sick Leave Hours

**Sales in Sick Hours**

**Top 5 Title**

**DepartmentName**

Document Control, Engineering, Executive, Facilities and Maintenance, Finance, Human Resources, Information Services, Marketing, Production

**Employee Sales**

| Employee               | Sales   |
|------------------------|---------|
| Mitchell, Linda        | \$10.4M |
| Carsen, Jillian        | \$10.1M |
| Blythe, Michael        | \$9.3M  |
| Pak, Joe               | \$8.5M  |
| Ritter, Tsvi           | \$7.2M  |
| Itz, Shu               | \$6.4M  |
| Saravina, Jose         | \$5.9M  |
| Varkey Chukwuk, Ranjit | \$4.5M  |
| Campbell, David        | \$3.7M  |
| Vargas, Garrett        | \$3.6M  |

**Sales Promotions & Discounts**   **Sales Trends**   **Sales Person Tabular Report**   **Sales Person Dashboard**

Activate Windows  
Go to Settings to activate Windows

Page 10 of 13

1 - Just Sales By Geo   5 - Product Profits by Sales Territory   6 - Top Salespeople ranked   7 - Top Resellers (Stores) ranked   8 - Geo Contribution By Sales   9 - Sales Person Report   9 - SalesPersonTabularReport   10 - Reseller Report   10 - ResellerTabularReport

7:32 PM 3/13/21

## 10. Reseller report with sales, profit and various person's attribute Examples for Data Viz

**Microsoft SQL Server Management Studio (Administrator)**

```

-- Resellers' report with sales, profit and various person's attributes.

Select
    dr.ResellerName,
    dr.FirstOrderYear,
    dr.OrderFrequency,
    dr.bankName,
    dr.BusinessType,
    dst.SalesTerritoryGroup,
    SUM(dr.NumberEmployees) AS TotalEmployees,
    CONCAT('$ ', SUM(dr.AnnualRevenue)) AS AnnualRevenue,
    CONCAT('$ ', SUM(dr.AnnualSales)) AS AnnualSales,
    CONCAT('$ ', SUM(dr.SalesAmount)) AS SalesAmount,
    CONCAT('$ ', (frs.SalesAmount) - (frs.TotalProductCost)) AS Profit
From FactResellerSales frs
JOIN DimReseller dr ON dr.ResellerKey = frs.ResellerKey
JOIN DimSalesTerritory dst ON dst.SalesTerritoryKey = frs.SalesTerritoryKey
Group by
    dr.ResellerName,
    dr.FirstOrderYear,
    dr.OrderFrequency,
    dr.bankName,
    dr.BusinessType,
    dst.SalesTerritoryGroup
Order By SUM(SalesAmount) DESC;

```

**Activate Windows**  
Go to Settings to activate Windows.

**localhost (15.0 RTM) info7370 (52) AdventureWorksDW 00:00:14 635 rows**

**Ready**

Type here to search

**AdWorksResellerDW - Power BI Desktop**

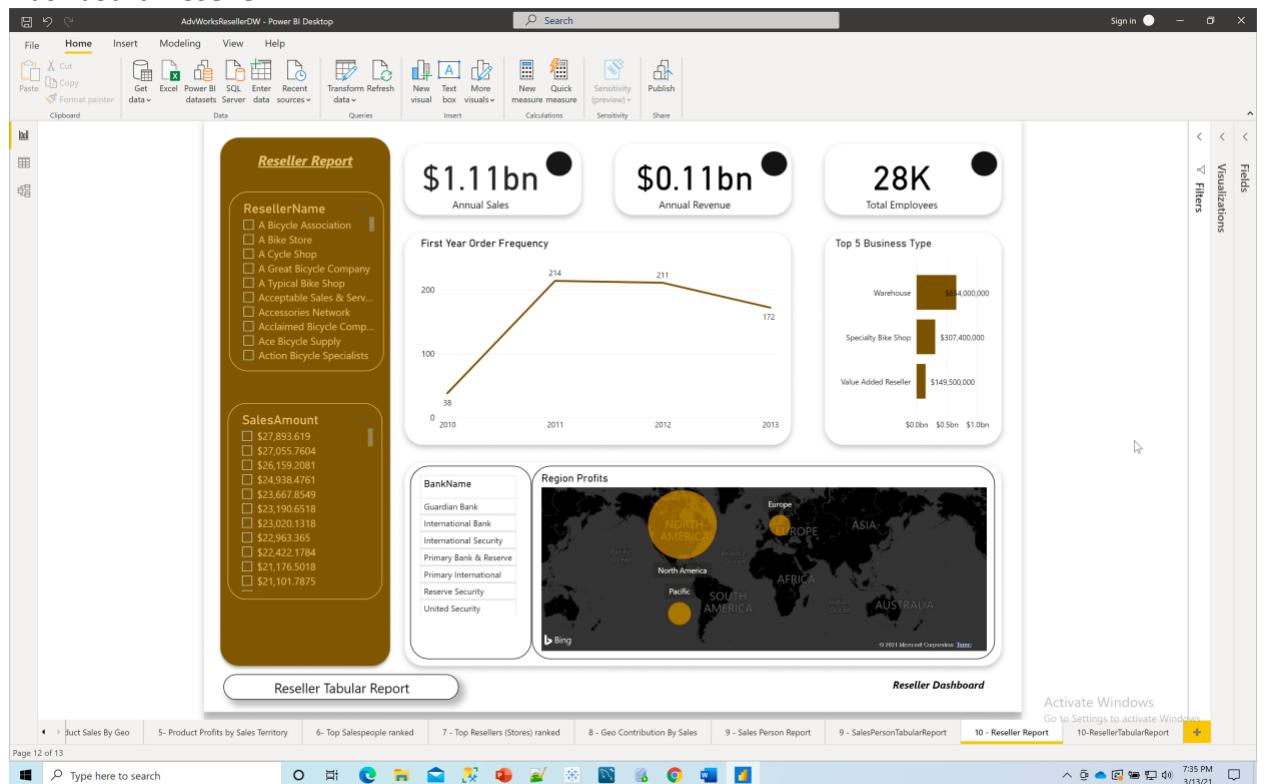
**Reseller Tabular Report**

| Reseller Name                     | FirstOrderYear | OrderFrequency | BankName               | BusinessType         | SalesTerritoryGroup | Total Employees | AnnualRevenue       | AnnualSales              | SalesAmount           | Profit               |
|-----------------------------------|----------------|----------------|------------------------|----------------------|---------------------|-----------------|---------------------|--------------------------|-----------------------|----------------------|
| Brakes and Gears                  | 2011           | S              | United Security        | Value Added Reseller | North America       | 3,576.00        | 21,840,000.00       | 238,400,000.00           | 877,107.19            | 62,737.64            |
| Excellent Riding Supplies         | 2011           | S              | International Security | Value Added Reseller | North America       | 2,196.00        | 10,980,000.00       | 109,800,000.00           | 853,849.18            | -19,428.98           |
| Vigorous Exercise Company         | 2011           | Q              | Guardian Bank          | Warehouse            | North America       | 32,370.00       | 15,000,000.00       | 1,590,000,000.00         | 841,908.77            | 2,130.25             |
| Tots & Giggles Company            | 2011           | S              | Guardian Bank          | Value Added Reseller | North America       | 872             | 13,080,000.00       | 130,800,000.00           | 841,976.58            | 5,183.82             |
| Retail Mart                       | 2010           | Q              | Primary International  | Warehouse            | North America       | 41041           | 138,000,000.00      | 1,383,000,000.00         | 879,277.90            | 5,229.42             |
| Corner Bicycle Supply             | 2011           | S              | International Bank     | Value Added Reseller | North America       | 4,719           | 342,000,000.00      | 342,000,000.00           | 878,041.04            | 5,279.17             |
| Outdoor Equipment Store           | 2012           | Q              | International Security | Warehouse            | Europe              | 50,668          | 10,000,000.00       | 100,000,000.00           | 843,461.87            | 5,279.47             |
| Through Parts and Repair Services | 2011           | S              | Guardian Bank          | Value Added Reseller | North America       | 6,444           | 52,000,000.00       | 52,000,000.00            | 874,098.83            | 5,245.87             |
| Health Spa, Limited               | 2010           | Q              | Primary International  | Warehouse            | North America       | 16,192          | 52,800,000.00       | 528,000,000.00           | 873,078.71            | 5,263.82             |
| Fitness Toy Store                 | 2010           | Q              | Primary Bank & Reserve | Warehouse            | North America       | 28,224.00       | 100,800,000.00      | 1,008,000,000.00         | 727,272.65            | -26,986.37           |
| Largest Sports Equipment          | 2010           | S              | Guardian Bank          | Value Added Reseller | North America       | 4,648.00        | 25,560,000.00       | 265,600,000.00           | 724,299.64            | 63,691.48            |
| First Bike Store                  | 2010           | S              | Primary Bank & Reserve | Warehouse            | North America       | 5,304.00        | 24,960,000.00       | 249,600,000.00           | 711,864.76            | -22,054.56           |
| Grocery Store                     | 2010           | S              | International Security | Value Added Reseller | North America       | 270.00          | 8,700,000.00        | 87,000,000.00            | 700,203.73            | 5,705.17             |
| Fathermost Bike Shop              | 2011           | S              | Guardian Bank          | Value Added Reseller | North America       | 2,954.00        | 12,660,000.00       | 126,600,000.00           | 693,502.49            | -11,657.51           |
| Field Trip Store                  | 2012           | S              | Reserve Security       | Value Added Reseller | North America       | 7,144.00        | 10,710,000.00       | 107,100,000.00           | 671,618.03            | 54,017.27            |
| Metropolitan Equipment            | 2012           | Q              | International Bank     | Warehouse            | Europe              | 36,880.00       | 121,500,000.00      | 1,215,000,000.00         | 643,745.90            | -22,264.75           |
| Eastside Department Store         | 2012           | Q              | Primary International  | Warehouse            | North America       | 24,461.00       | 120,300,000.00      | 1,203,000,000.00         | 636,226.47            | -34,584.31           |
| The Gear Store                    | 2011           | S              | International Security | Value Added Reseller | North America       | 5,502.00        | 31,440,000.00       | 314,400,000.00           | 618,616.13            | 54,630.77            |
| Sheet Metal Manufacturing         | 2012           | S              | Primary Bank & Reserve | Warehouse            | North America       | 6,307.00        | 21,000,000.00       | 210,000,000.00           | 617,340.46            | -16,405.27           |
| Top Sports Equipment              | 2011           | Q              | Guardian Bank          | Value Added Reseller | North America       | 27,700.00       | 132,500,000.00      | 1,325,000,000.00         | 607,500.00            | 5,677.67             |
| Multimotor Cycle Systems          | 2011           | S              | United Security        | Value Added Reseller | North America       | 1,175.00        | 7,050,000.00        | 70,500,000.00            | 586,524.95            | -17,673.25           |
| Golf and Cycle Store              | 2011           | Q              | Guardian Bank          | Warehouse            | North America       | 17,802.00       | 62,100,000.00       | 621,000,000.00           | 585,516.43            | -24,260.04           |
| Registered Cycle Store            | 2012           | Q              | Reserve Security       | Warehouse            | Europe              | 38,280.00       | 132,000,000.00      | 1,320,000,000.00         | 580,222.33            | 59,343.66            |
| Permanent Finish Products         | 2011           | Q              | Guardian Bank          | Warehouse            | North America       | 39,100.00       | 117,300,000.00      | 1,173,000,000.00         | 577,089.57            | 51,149.68            |
| Reasonable Bicycle Sales          | 2012           | S              | International Security | Value Added Reseller | North America       | 1,974.00        | 9,870,000.00        | 98,700,000.00            | 572,035.11            | -16,424.89           |
| Metropolitan Bicycle Supply       | 2012           | Q              | Primary Bank & Reserve | Warehouse            | Europe              | 26,361.00       | 90,900,000.00       | 909,900,000.00           | 559,620.95            | 51,163.70            |
| Larger Cycle Shop                 | 2011           | Q              | Primary Bank & Reserve | Warehouse            | North America       | 40,006.00       | 144,600,000.00      | 1,446,600,000.00         | 537,528.10            | -5,247.27            |
| <b>Total</b>                      | <b>1277502</b> |                |                        |                      |                     |                 | <b>2,675,735.00</b> | <b>10,450,010,000.00</b> | <b>104,500,100.00</b> | <b>80,450,596.98</b> |
|                                   |                |                |                        |                      |                     |                 |                     |                          | <b>00</b>             | <b>470,482.60</b>    |

Activate Windows  
Go to Settings to activate Windows.

Page 13 of 13

## Dashboard Reseller:



## DATA MODEL :

