

Challenge 06:

Is there any preference of Sales method based on the product Category?

(The highest value need to be highlighted.)

Fields , Measures and Visuals Used

- Slicer: Product Category

- Bar Chart:

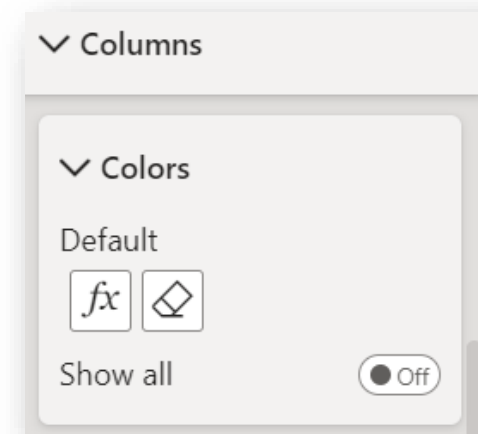
X-axis: Sales Method

Y-axis: Sum of Units Sold

- Measures for highlighting:

1. Sum of units sold = SUMX(Sales,Sales[Units_Sold])

1. Max units sold =
VAR Maxunits=
MAXX(
ALL(Retailer[Sales_Method]),
[Sum of units sold]
)
VAR color=
if(
[Sum of units sold]= Maxunits,
"Dark Blue", "Grey"
)
RETURN
color



Default color - Columns - Colors

Format style

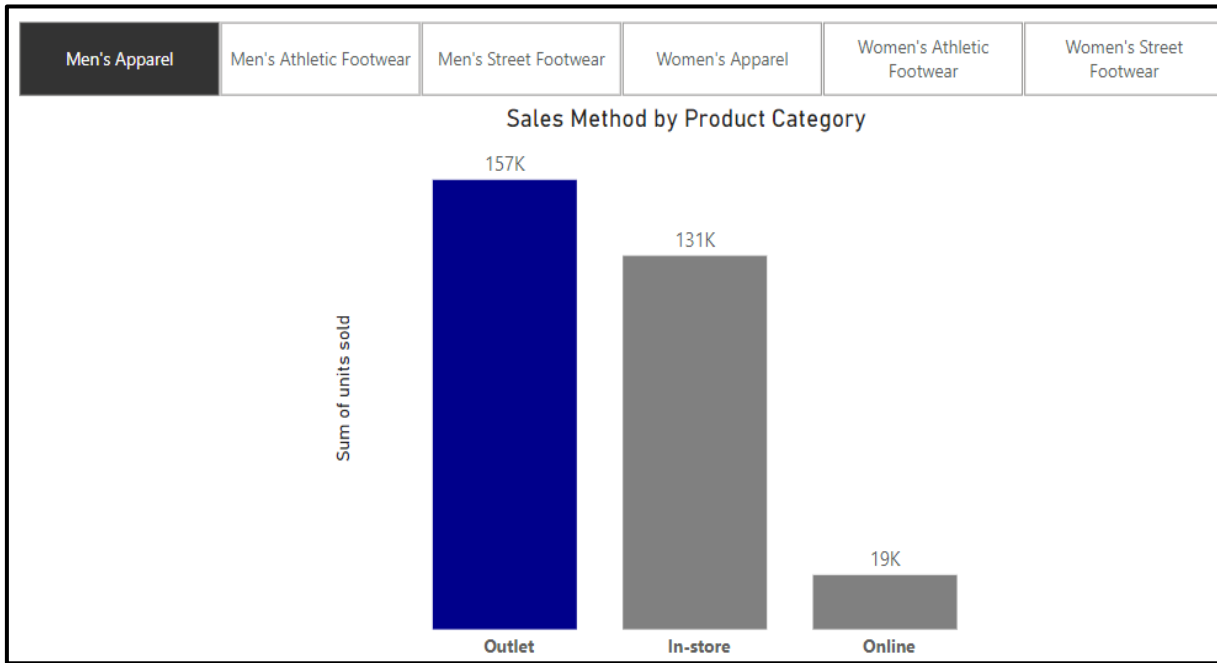
Field value

What field should we base this on?

Max units sold

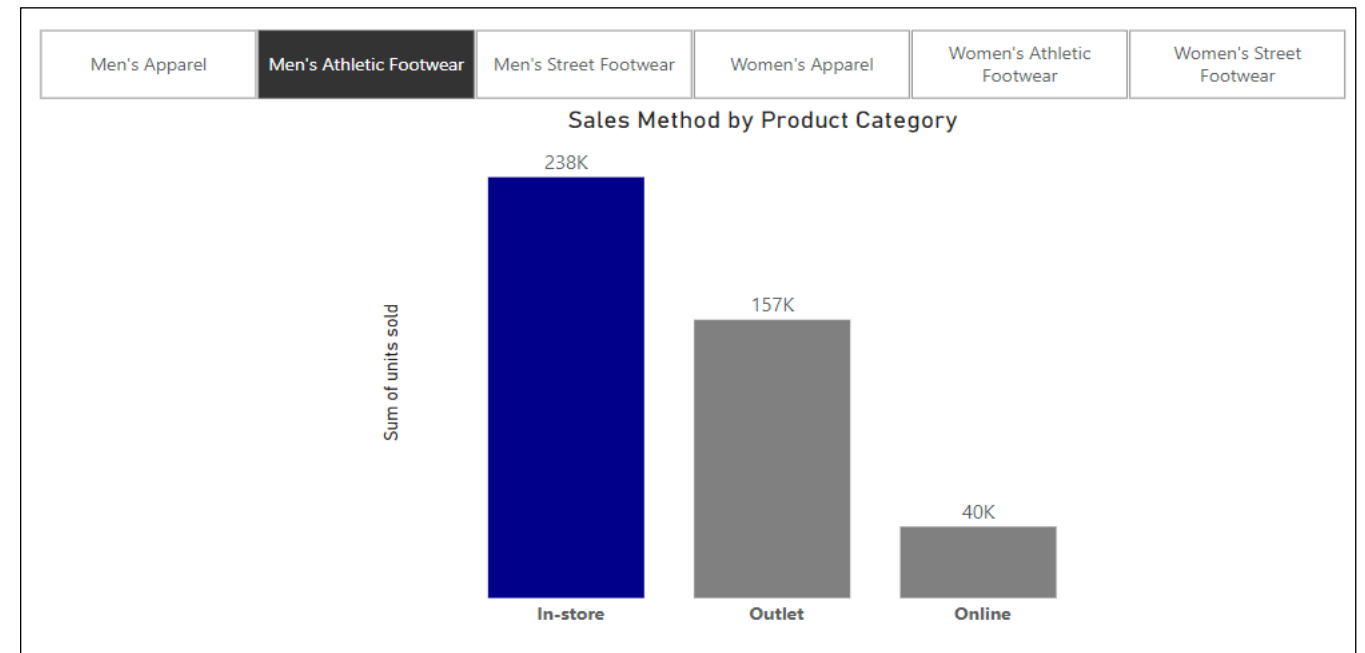
Observations

 Highest Units Sold

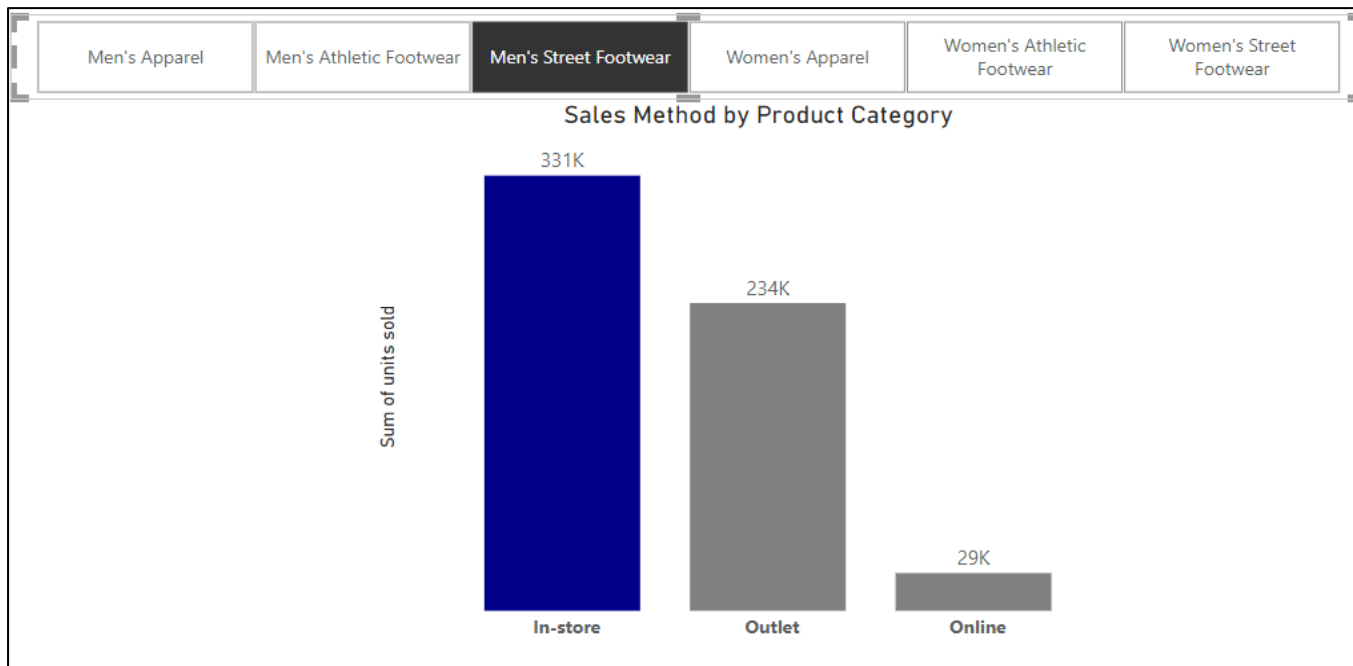


Men's Apparel: Outlet sales dominate, followed by in-store, with online sales trailing significantly.

Men's Athletic Footwear: In-store sales lead by a significant margin, followed by outlet sales, with online sales being the least preferred.

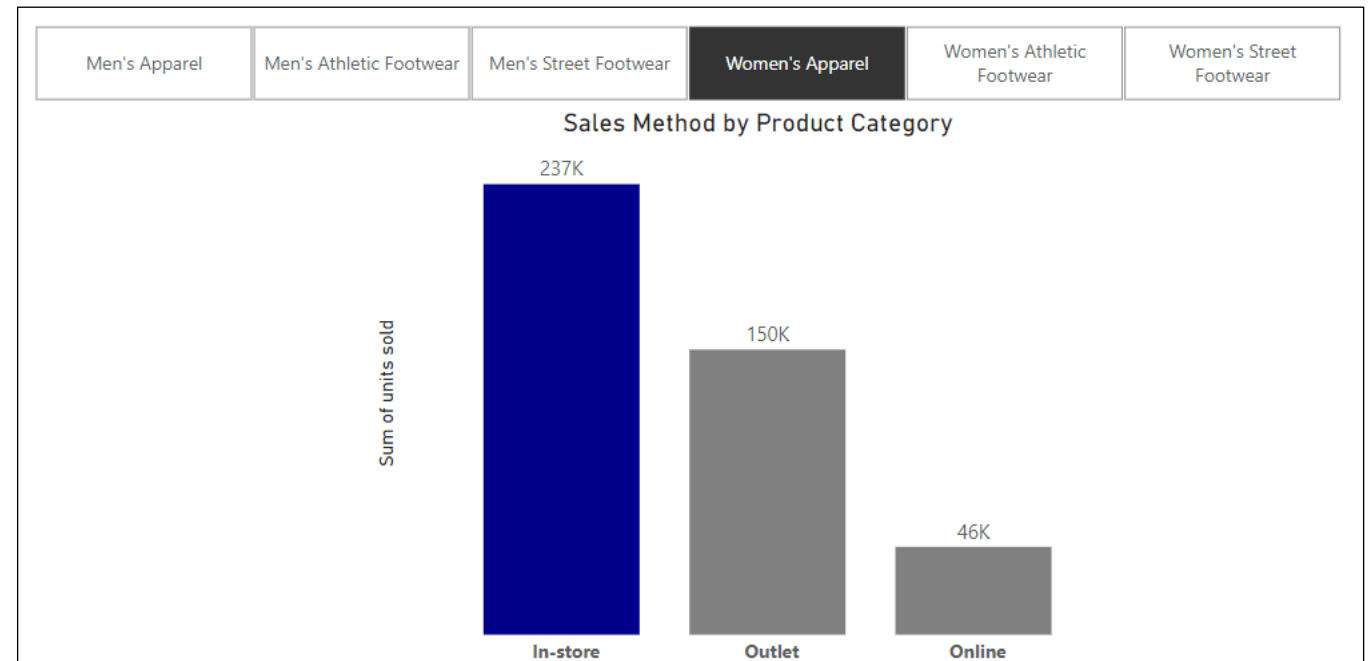


 Highest Units Sold

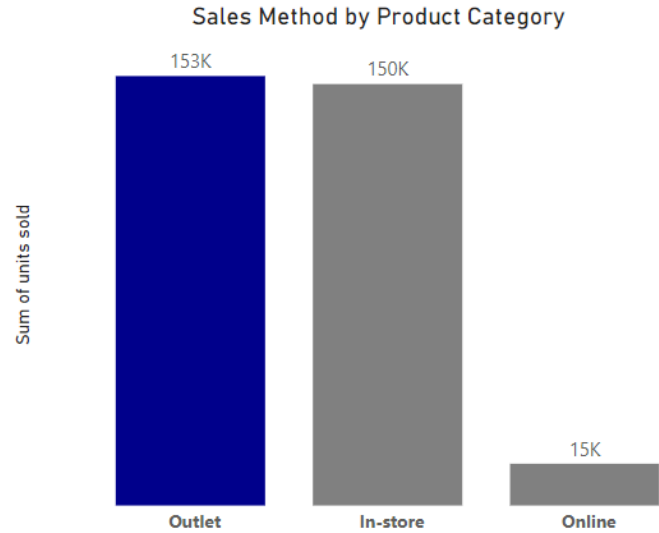


Men's Street Footwear: In-store sales significantly surpass outlet and online sales.

Women's Apparel: In-store sales are dominant, followed by outlet, while online sales are notably lower.

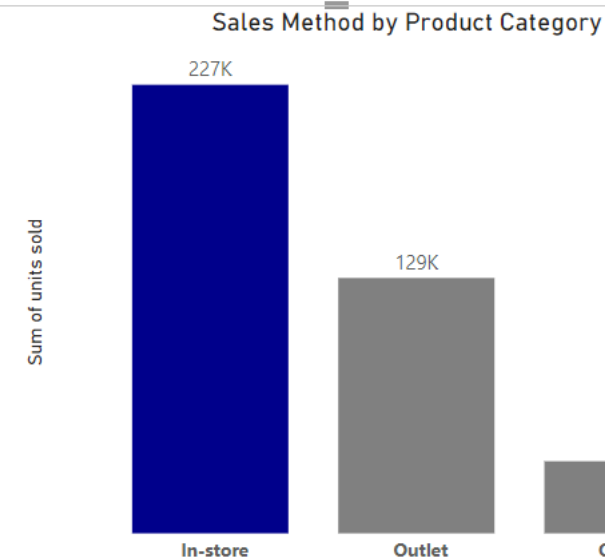


 Highest Units Sold



Women's Athletic Footwear: Outlet sales lead, followed closely by In-store sales, with online sales being the least preferred.

Women's Street Footwear: In-store sales are dominant, followed by outlet sales, with online sales lagging behind.



Conclusion

Across all product categories, in-store sales method consistently emerges as the preferred choice, demonstrating strong consumer preference for physical retail experiences. Conversely, online sales generally trail behind, suggesting room for improvement in e-commerce strategies or potential limitations in online shopping experiences for these product categories.