

**Power BI  
Dashboarding Case Study**

**Grail Interview Process**

**Dec 2019**

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# BACKGROUND AND CONTEXT

The client is a meal delivery company operating across multiple American cities. They have various order fulfilment centers across these cities for dispatching online meal orders to their customers.

The client wants to leverage the available data and learn whatever they can from it, with an aim of improving raw material sourcing, staffing of fulfilment centers, optimal pricing/ discounting and marketing. Given this information, perform explorative data analysis to identify relevant observations and trends, and present findings in the form of an Excel dashboard.

# DATA FILES



The above Zip file has the following files:

* column\_definitions.csv – Contains column definitions for the following four data files
* fulfilment\_center\_info.csv
* meal\_info.csv
* meal\_sales.csv
* week\_date.csv

# OUTPUTS REQUIRED

* Create a dashboard in Power BI to show the relevant findings as per the client context. Some of the areas that must be covered on the dashboard, but not limiting to, include:
* Volume and dollar trends and their growth/ change
* Top meals, cuisines and centres
* Order volumes by location
* Draft a client email in an MS-Word document detailing your approach and findings.

# TEST INSTRUCTIONS

* This is a timed-test and you have **8 hours** to complete the test
* Ensure that you have all the raw data files listed above. If you face any issues accessing the raw data, please contact the Grail HR touch-point immediately
* Assume that this is a client deliverable that will be sent straight to the client. Hence,
* Structure your dashboards in a meaningful and visually appealing way. Ensure that the formatting and layouts are all in line.
* Avoid grammatical errors in all outputs, and write crisp and meaningful sentences

# EVALUATION PARAMETERS

* **Power BI Dashboard:**
* Relevance of findings based on client context
* Data representation, dashboard structure and visual appeal
* Calculation cleanliness
* Level of automation and customization through filters/ drop-downs
* Ease of use
* DAX formulae and logics used, their complexity and ingenuity
* **Client Email:**
* Overall email layout and structuring
* English grammar and sentence structuring
* Business language
* Clarity of thought
* Provide an optimal level of detail



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This document provides an outline of a presentation and is incomplete without the accompanying oral commentary and discussion.

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**THANK YOU**

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