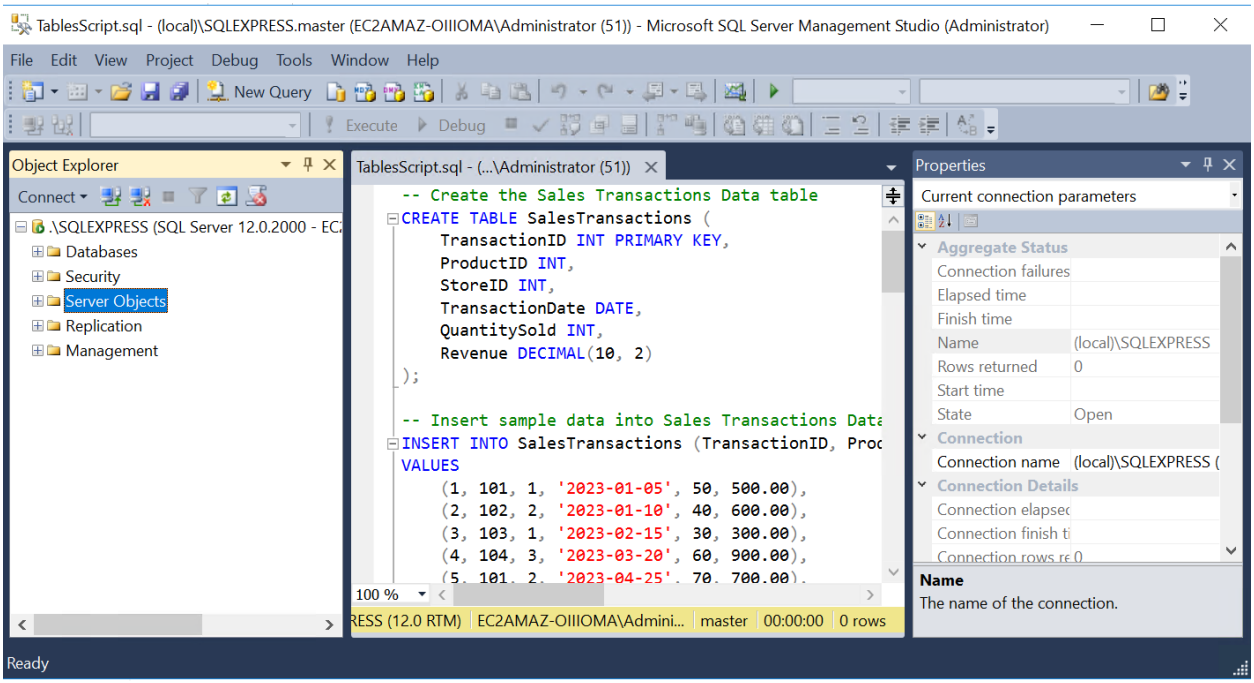
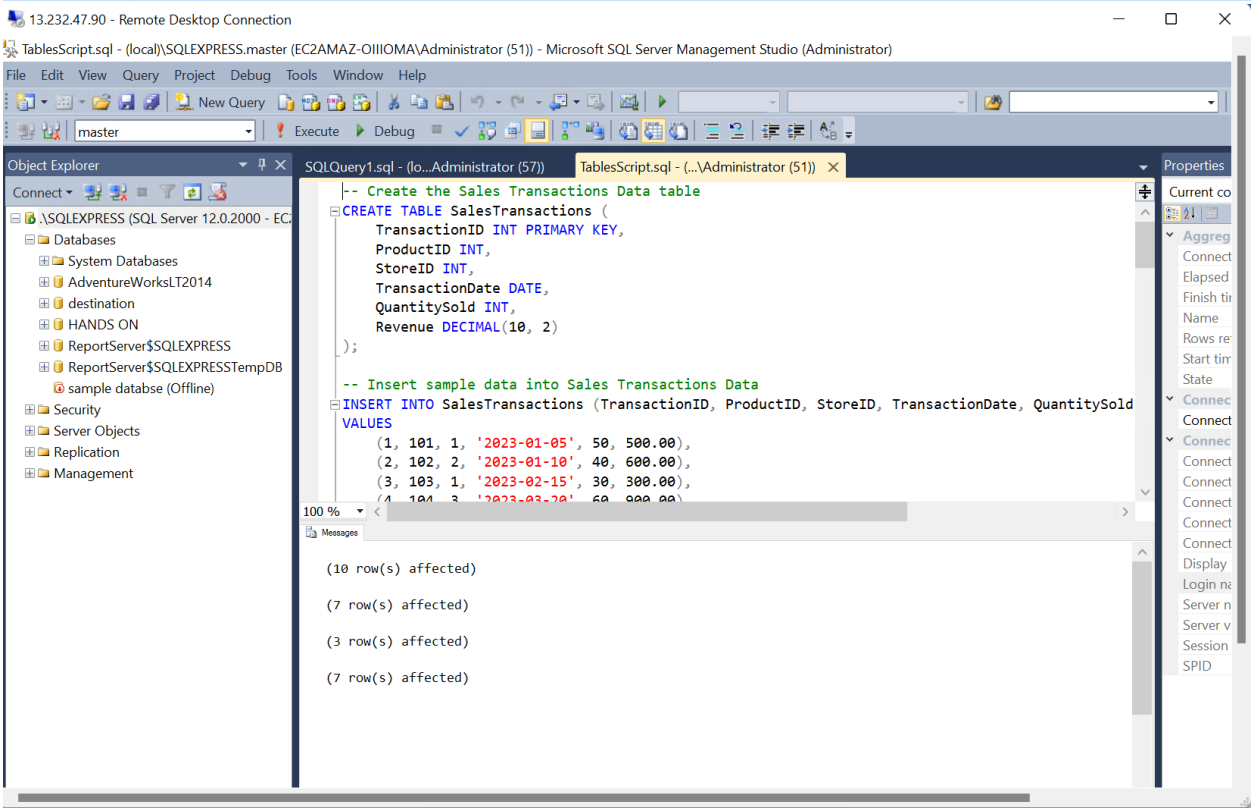
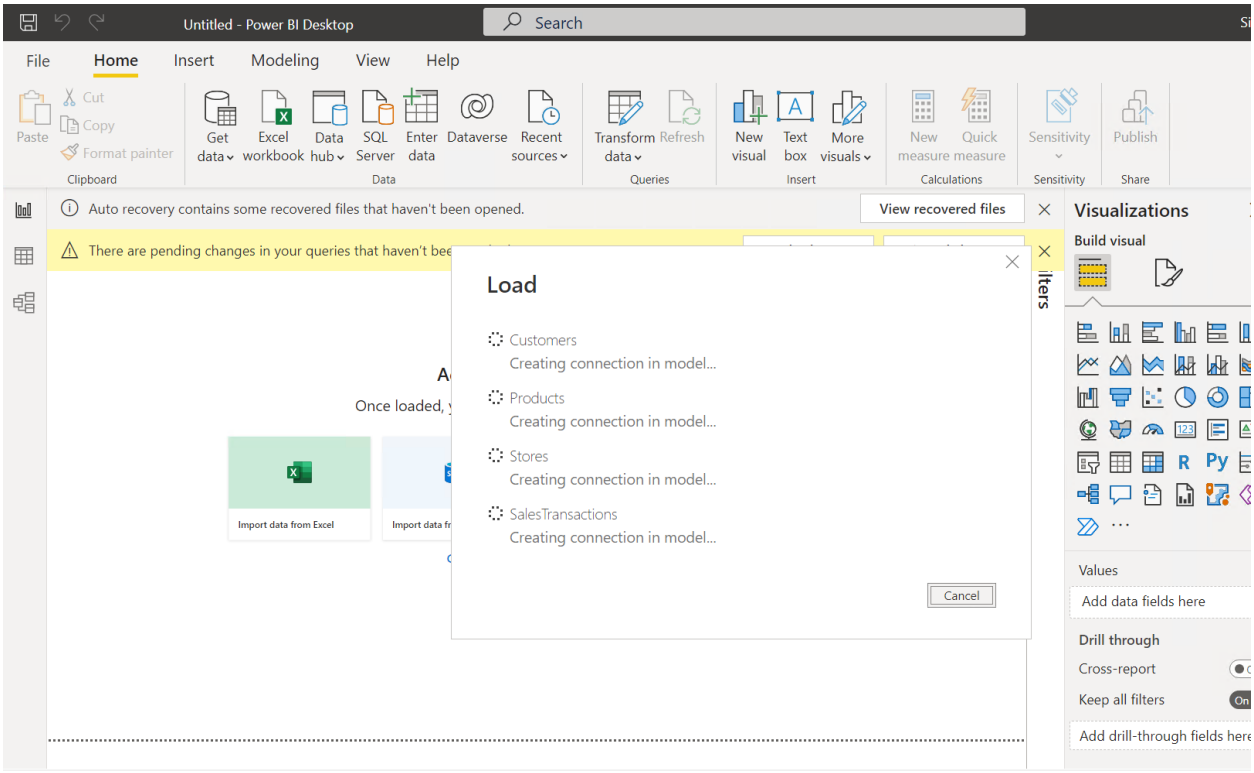
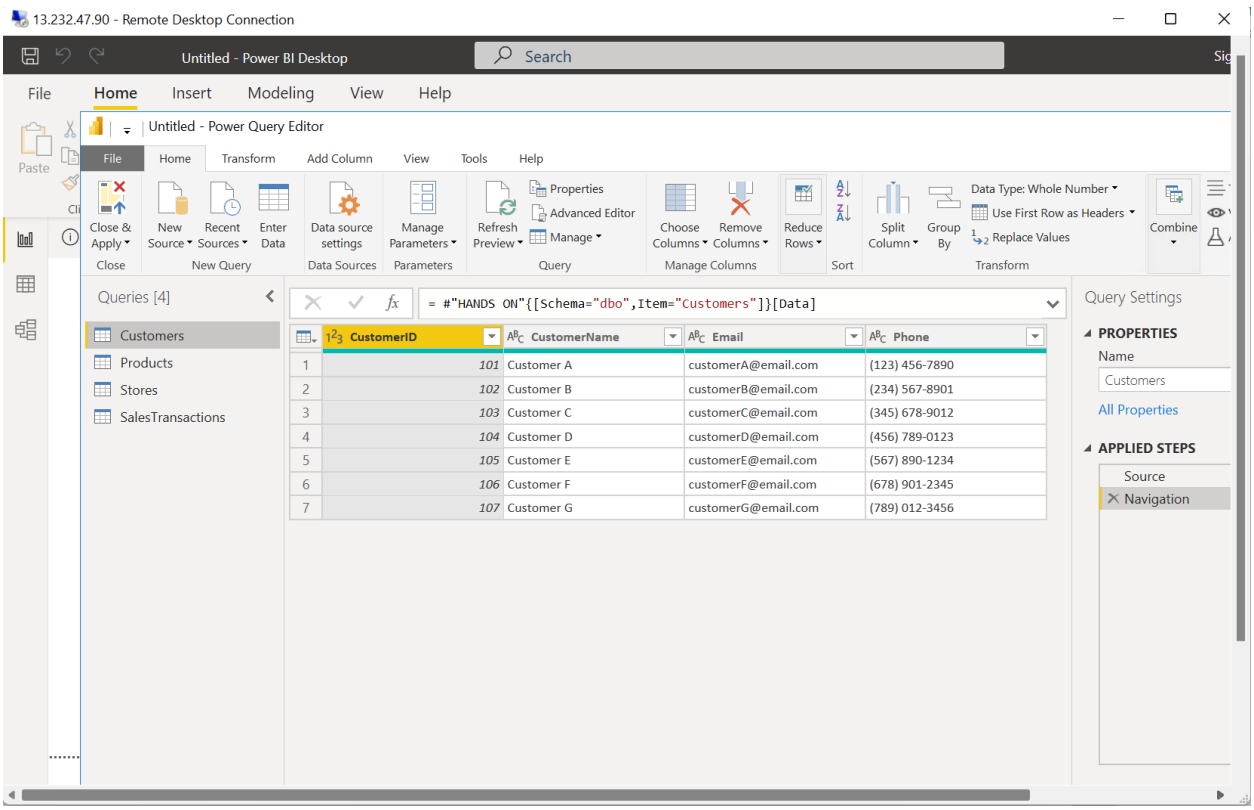
HANDS ON ASSESMENT FOR POWER BI

Requirement 1: Data Loading

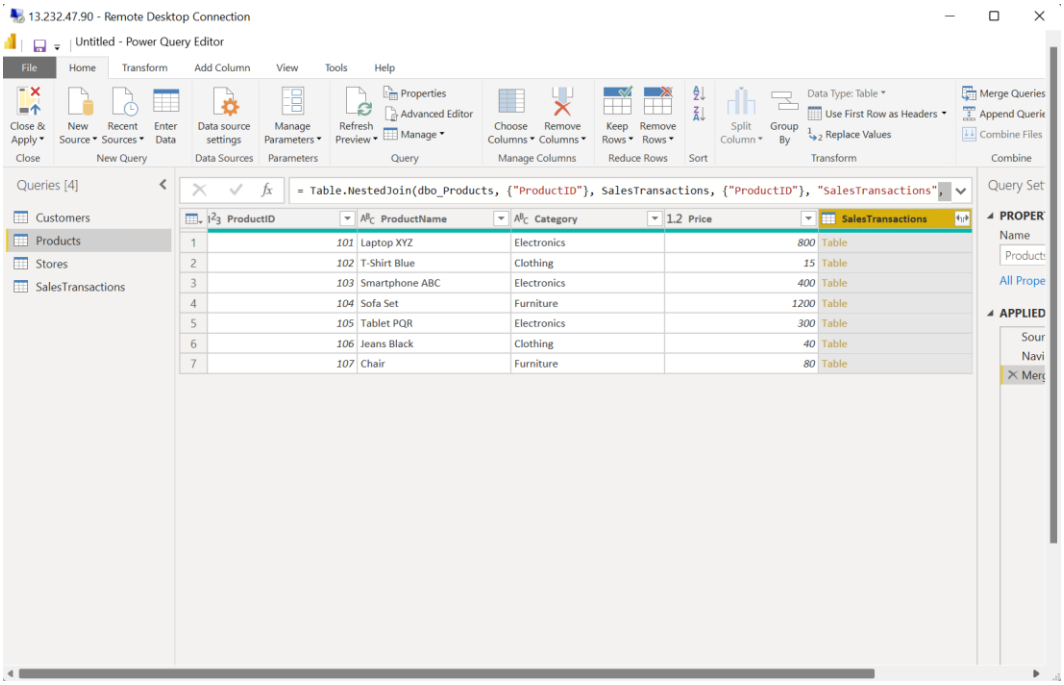


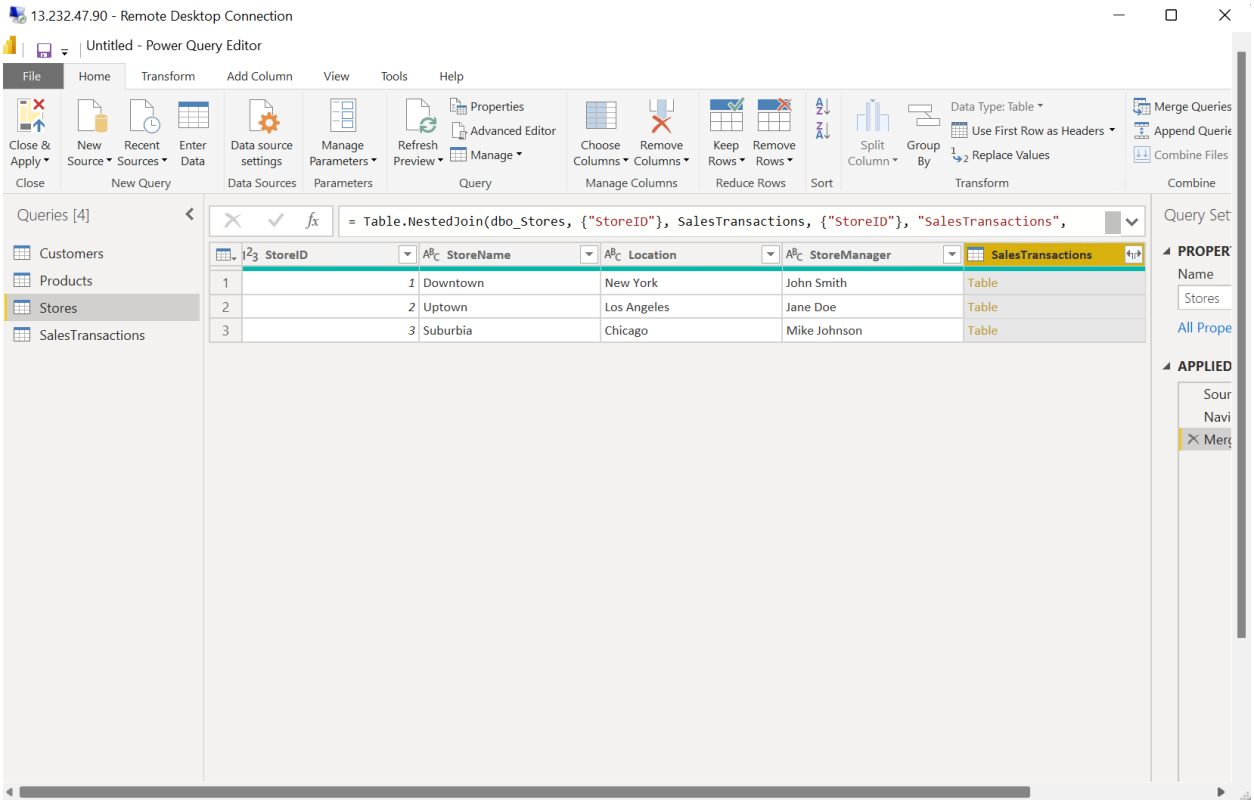



Untitled - Power BI Desktop
Search
File
Home
Insert
Modeling
View
Help
Auto recovery contains some recovered files that haven't been opened.
View recovered files
There are pending changes in your queries that haven't bee
Load
Customers
Creating connection in model...
Products
Creating connection in model...
Stores
Creating connection in model...
SalesTransactions
Creating connection in model...
Cancel
Visualizations
Build visual
Values
Add data fields here
Drill through
Cross-report
Keep all filters
Add drill-through fields here

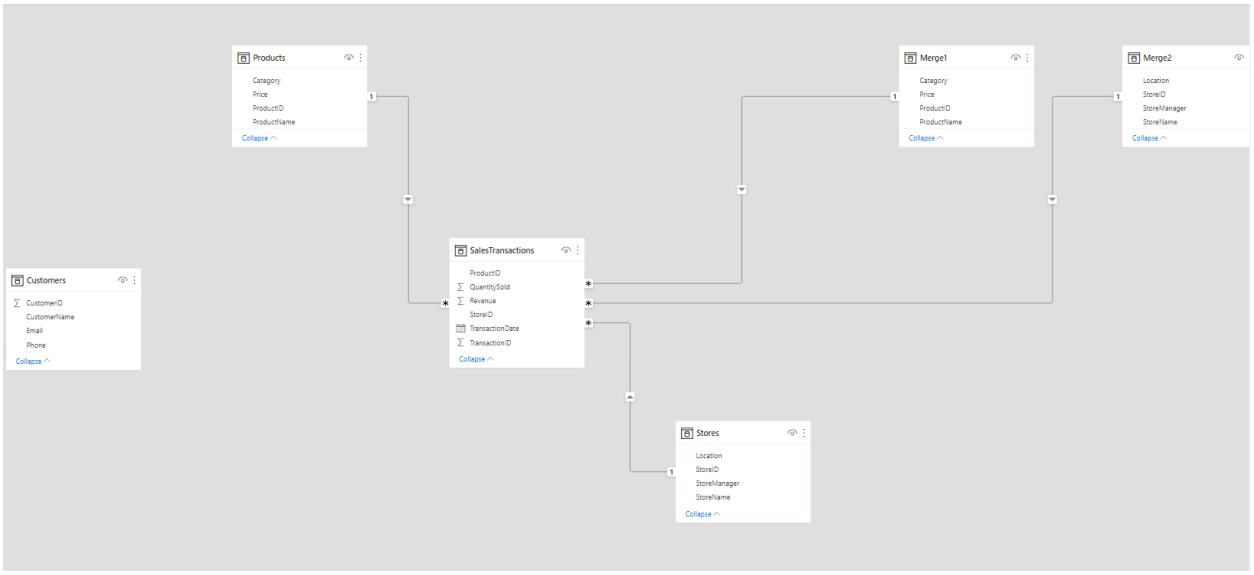

13.232.47.90 - Remote Desktop Connection
Untitled - Power BI Desktop
Search
Untitled - Power Query Editor
Queries [4]
Customers
Products
Stores
SalesTransactions
= #"HANDS ON"{[Schema="dbo",Item="Customers"]}[Data]
CustomerID
CustomerName
Email
Phone
101 Customer A customerA@email.com (123) 456-7890
102 Customer B customerB@email.com (234) 567-8901
103 Customer C customerC@email.com (345) 678-9012
104 Customer D customerD@email.com (456) 789-0123
105 Customer E customerE@email.com (567) 890-1234
106 Customer F customerF@email.com (678) 901-2345
107 Customer G customerG@email.com (789) 012-3456
Query Settings
PROPERTIES
Name
Customers
All Properties
APPLIED STEPS
Source
Navigation

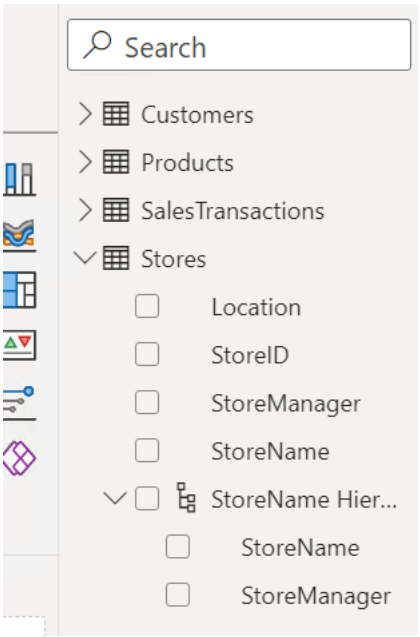
Requirement -2 : Data Transformation



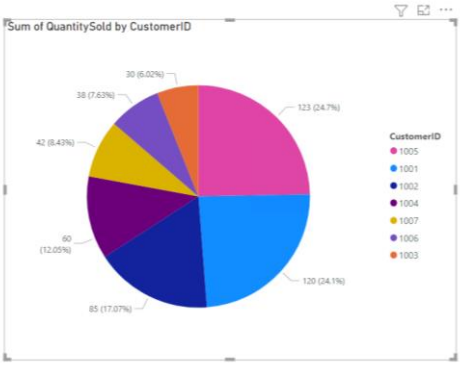


Requirement 3: Data Modelling

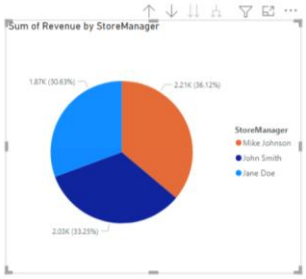




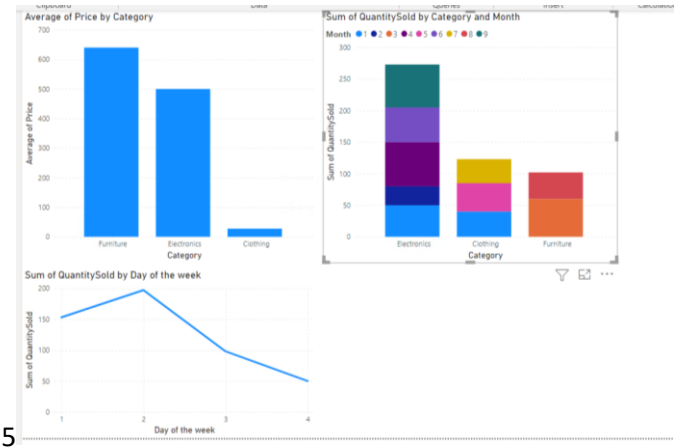
Requirement 4 : Business Queries and Analysis



- 1

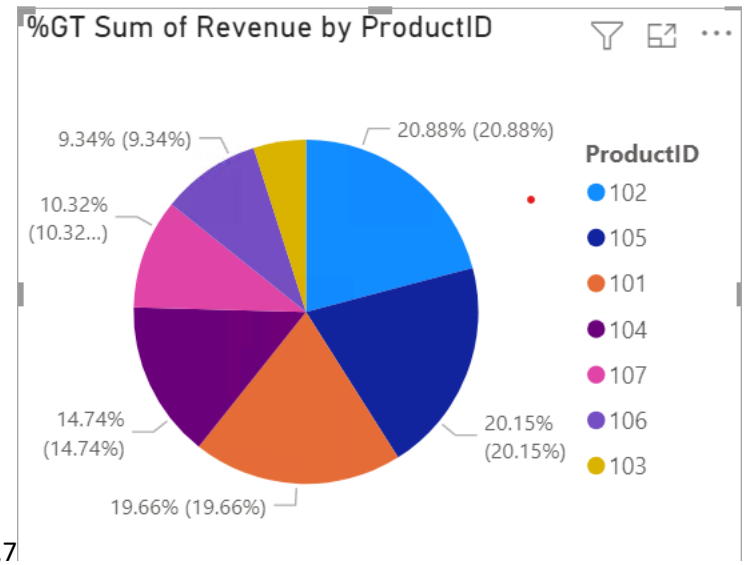


- 2

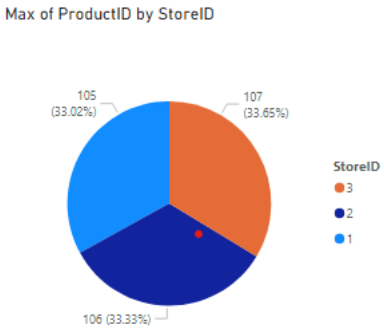


- 3,4,5
-

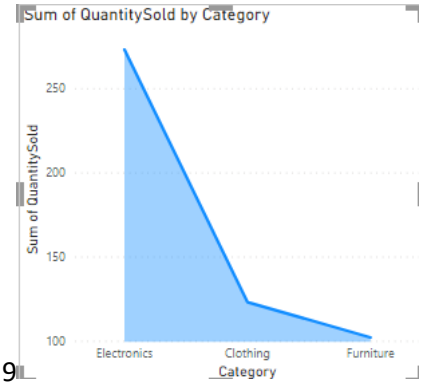
- 6,7

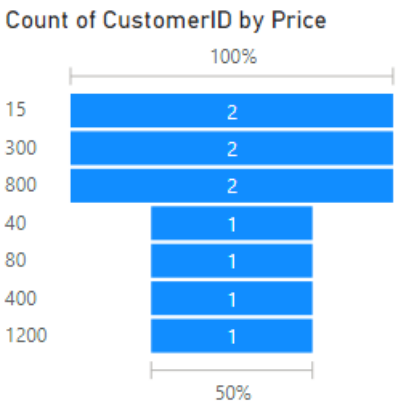

%GT Sum of Revenue by ProductID
9.34% (9.34%)
20.88% (20.88%)
10.32% (10.32...)
14.74% (14.74%)
20.15% (20.15%)
19.66% (19.66%)
ProductID
102
105
101
104
107
106
103

- 8


Max of ProductID by StoreID
105 (33.02%)
107 (33.65%)
106 (33.33%)
StoreID
3
2
1

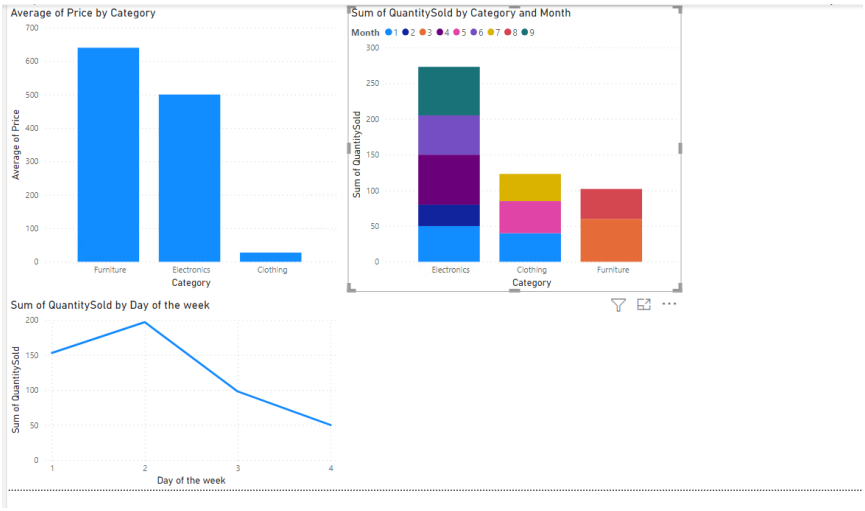
- 9


Sum of QuantitySold by Category
250
200
150
100
Sum of QuantitySold
Electronics
Clothing
Furniture
Category

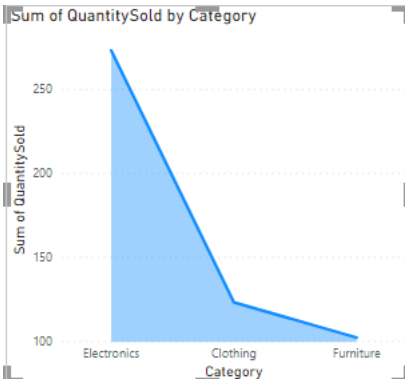


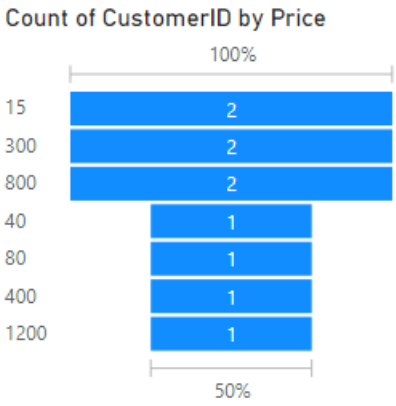
- 10

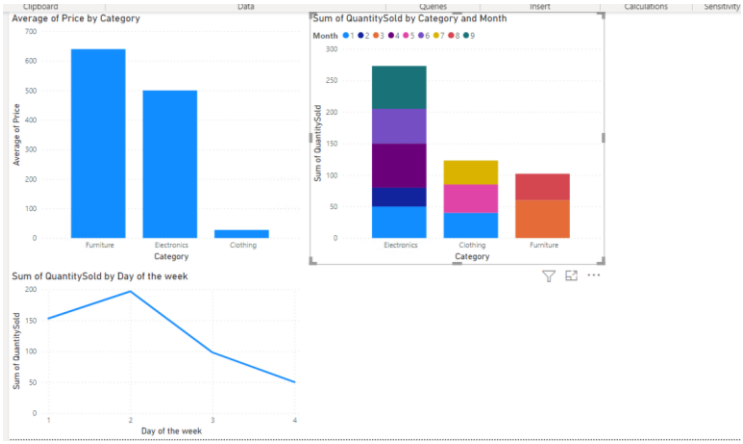
Requirement 5 : Data Insights and recommendations

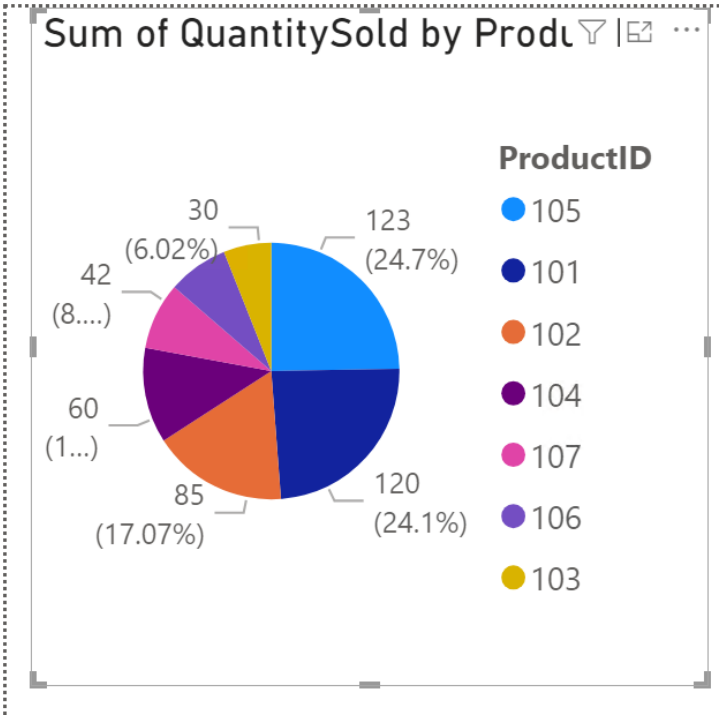


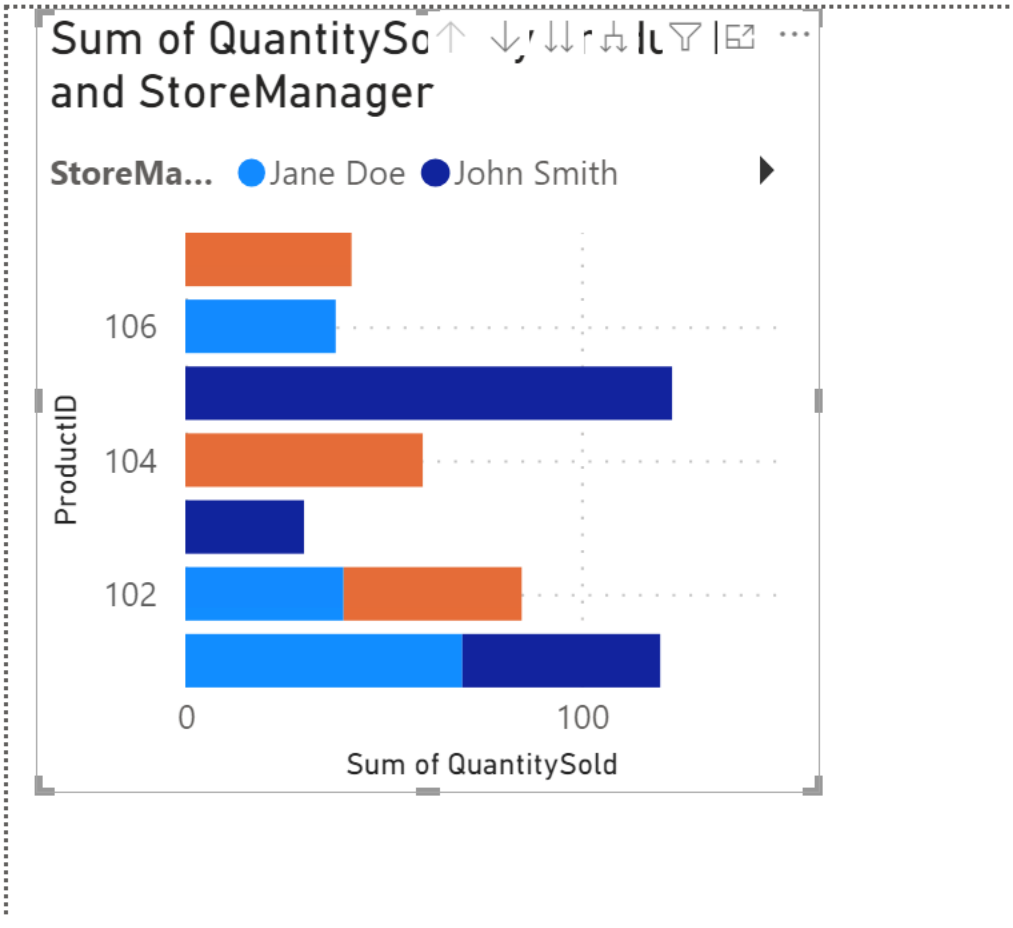
- Tuesday has the highest sale.
- The corporation should release more electronics products in that price range because that is where customers buy the majority of electronics products and where sales of those goods are strongest (15-800).
- Tuesday should have greater sales, as should the fourth and ninth months of the year, when sales are at their peak..


Sum of QuantitySold by Category
Sum of QuantitySold
250
200
150
100
Electronics
Clothing
Furniture
Category


Count of CustomerID by Price
100%
15
300
800
40
80
400
1200
2
2
2
1
1
1
1
50%


Average of Price by Category
Average of Price
Furniture
Electronics
Clothing
Category
Sum of QuantitySold by Category and Month
Month
Sum of QuantitySold
Electronics
Clothing
Furniture
Category
Sum of QuantitySold by Day of the week
Sum of QuantitySold
Day of the week


Sum of QuantitySold by Produ
ProductID
105
101
102
104
107
106
103
123
(24.7%)
120
(24.1%)
85
(17.07%)
60
(1...)
42
(8....)
30
(6.02%)


Sum of QuantitySo lu
and StoreManager
StoreMa... Jane Doe John Smith
ProductID
106
104
102
0
100
Sum of QuantitySold

CONCLUSIONS :

• Since Customer B purchases more products than other customers, consider sending promotional mail to these customers to boost sales.

• The 20th day of the month has higher spending; consider sending mailers with discounts or offers before that to boost spending.

• Maintain a full inventory in stores with higher traffic to assure higher sales.

• Due to a mix of high sales volume and item pricing, electronics appears to be the category with the highest profit margin.