CCS3307-Data Warehousing

Assigment

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click to view the excel and dashboard :
https://drive.google.com/drive/folders/1qbeslrctEssG7_M0_DCk8Fp3Jp5QtGMw?usp=sharing

1.The dataset in Table 1 contains the sales information of Supermarket which has recorded in 10 different branches during the last 3 months . (Sample records only)

1. Design a star schema (Separating facts and dimensions) based on the attributes mentioned in the Table 1. You can extend for new attributes on your preference as well.
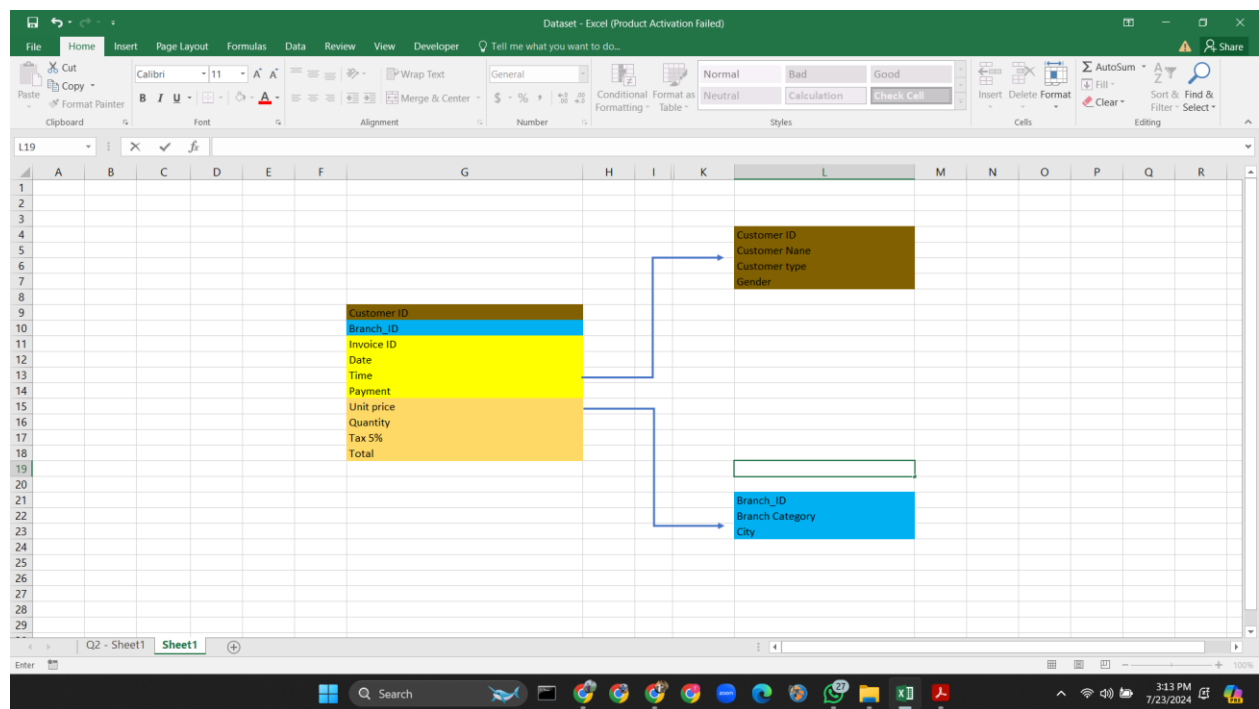
2. Assume you are the manager of the supermarket and Specifying key performance Indicators that you would like to monitor on your daily sales dashboard, Justify the reason of having each identified KPIs

As the manager of the supermarket, I would want to monitor several key performance indicators (KPIs) on daily sales dashboard to ensure the store is performing optimally. Here are some important KPIs to consider:

- Total Sales Revenue

  Reason: This KPI provides an overall view of the sales performance for the day. It helps in understanding the total income generated and comparing it with previous days or weeks to identify trends.

  ```
  Dax:
  Total_Sales_revenue = SUM(Sales[Total])
  ```

- Sales by Branch

  Reason: This helps in understanding which branches are performing well and which are underperforming. It aids in resource allocation and planning promotions.

- Customer Count

  Reason: Tracking the number of customers helps in understanding foot traffic and correlating it with sales performance. It also helps in staffing decisions and customer service improvements.

  ```
  Dax:
  Total Customers = DISTINCTCOUNT(Sales[Customer ID])
  ```

- Sales by Payment Method

  Reason: Monitoring the distribution of payment methods helps in understanding customer preferences and optimizing the payment process.
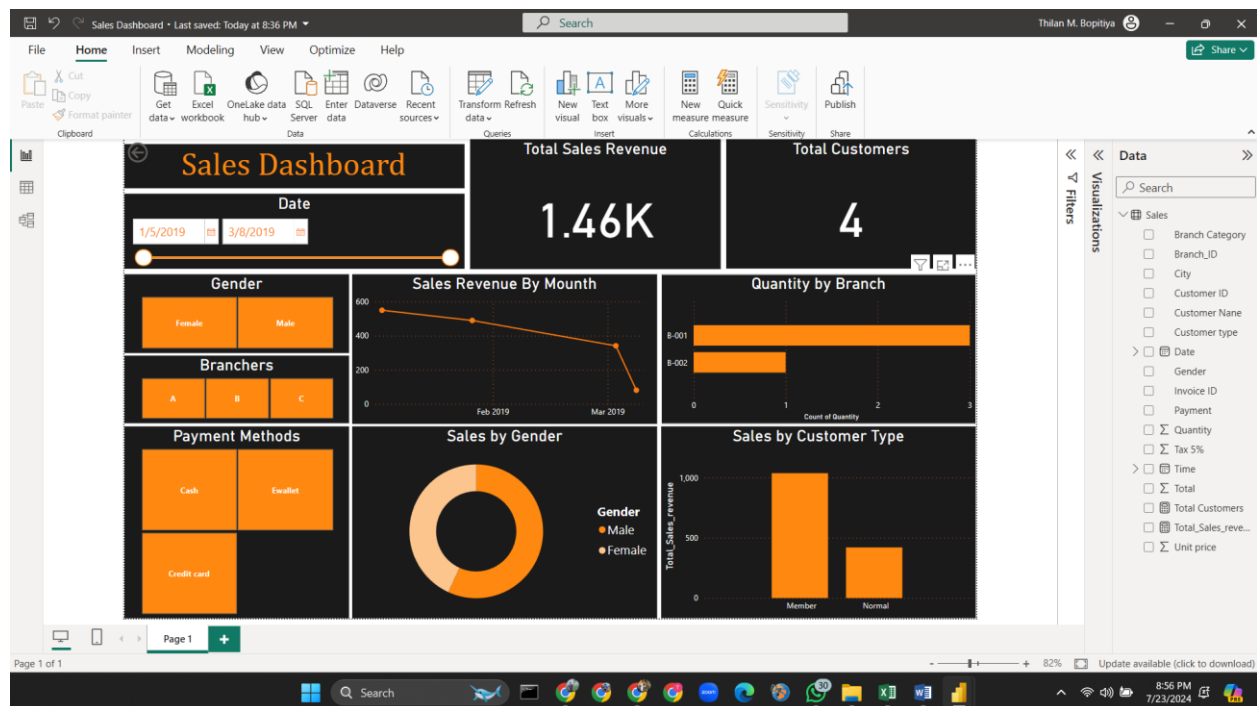
- Sales by Product Category

Reason: This helps in understanding which product categories are performing well and which are underperforming. It aids in inventory management and planning promotions.

- Gender-wise Sales Distribution

Reason: This helps in understanding the gender-wise customer behavior and tailoring marketing strategies accordingly.

3. Sketch the proposed view of the daily dashboard – Specify a minimum of two KPIs and three graphs to monitor the performance

(use this link to view the sketch of dashboard for question 03 via sltc mail)