

I'm thrilled to share my latest Power BI project 🚀. This journey has been incredibly rewarding, and I'm excited to showcase the insights and techniques I've developed.

🎯 **Project Moto:** The goal of this project was to analyze financial performance and uncover key trends in sales, profitability, and customer behavior. Using Power BI, I aimed to create a dynamic and interactive dashboard that provides actionable business insights.

💡 **Key Learnings:** During this project, I sharpened my skills in data transformation, visualization, and advanced analytics. I learned how to structure data for optimal performance and create reports that address various business needs.

💡 **Importance of DAX:** DAX (Data Analysis Expressions) was essential in this project. It enabled me to perform complex calculations and build advanced measures for in-depth data analysis. The power of DAX lies in its ability to manipulate data at different levels, which was crucial for deriving meaningful insights from large datasets.

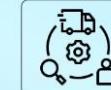
🔗 **Power Query:** Power Query played a pivotal role in data cleaning and transformation. Its robust capabilities allowed me to prepare data efficiently, ensuring accuracy and consistency across visualizations. The ability to handle data from multiple sources made the integration process seamless.

🔑 **Key Power BI Techniques Applied:**

1. Writing and optimizing DAX formulas and measures.
2. Enhancing report performance with DAX Studio.
3. Publishing dashboards to the cloud.
4. Data modelling using Snowflake and Star schemas.
5. Utilizing page navigation buttons and bookmarks for an improved user experience.
6. Setting up auto-refresh using a personal gateway to keep data updated.

## Home page

**BUSSINESS INSIGHTS 360**

 **INFO**
 **FINANCE VIEW**
 **SALES VIEW**
 **MARKETING VIEW**
 **SUPPLY CHAIN VIEW**
 **EXECUTIVE VIEW**
 **SUPPORT**

Download **user manual** and get to know the **key information** of this tool.
Get **P & L statement** for any **customer / product / country** or aggregation of the above over any time period and More..
Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.
Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in **profitability / Growth matrix**.
Get **Forecast Accuracy, Net Error and risk profile** for product, segment, category, customer etc.
A **top level dashboard** for executives consolidating top insights from all dimensions of business.
Get your **issues resolved** by connecting to our support specialist.

## Finance view

region, market  
All

Net sales  
**\$823.85M**  
LY: ₹ 267.98M (+207.43%)

Gross Margin %  
**36.49%**  
LY: 0.37 (-1.65%)

Net Profit %  
**-6.63%**  
LY: -0.01 (-676.38%)

**Profit and Loss Statement**

Line Item	2021	LY	YoY Chg	YoY Chg %
Gross Sales	1,664.64	535.95	1,128.69	210.60
Pre Invoice Deduction	392.50	124.69	267.81	214.77
Net Invoice Sales	1,272.13	411.25	860.88	209.33
- Post Discounts	281.64	95.85	185.79	193.84
- Post Deductions	166.65	47.43	119.22	251.38
Total Post Invoice Deduction	448.29	143.27	305.01	212.89
Net Sales	823.85	267.98	555.87	207.43
- Manufacturing Cost	497.78	160.30	337.48	210.53
- Freight Cost	22.05	7.16	14.89	207.98
- Other Cost	3.39	1.10	2.29	209.52
Total COGS	523.22	168.56	354.66	210.41
Gross Margin	300.63	99.42	201.21	202.37
Gross Margin %	36.49	37.10	-0.61	-1.65
GM / Unit	5.99	4.79	1.21	25.21
Operational Expense	-355.28	-101.71	-253.57	249.30
Net Profit	-54.65	-2.29	-52.36	2,286.82
Net Profit %	-6.63	-0.85	-5.78	676.38

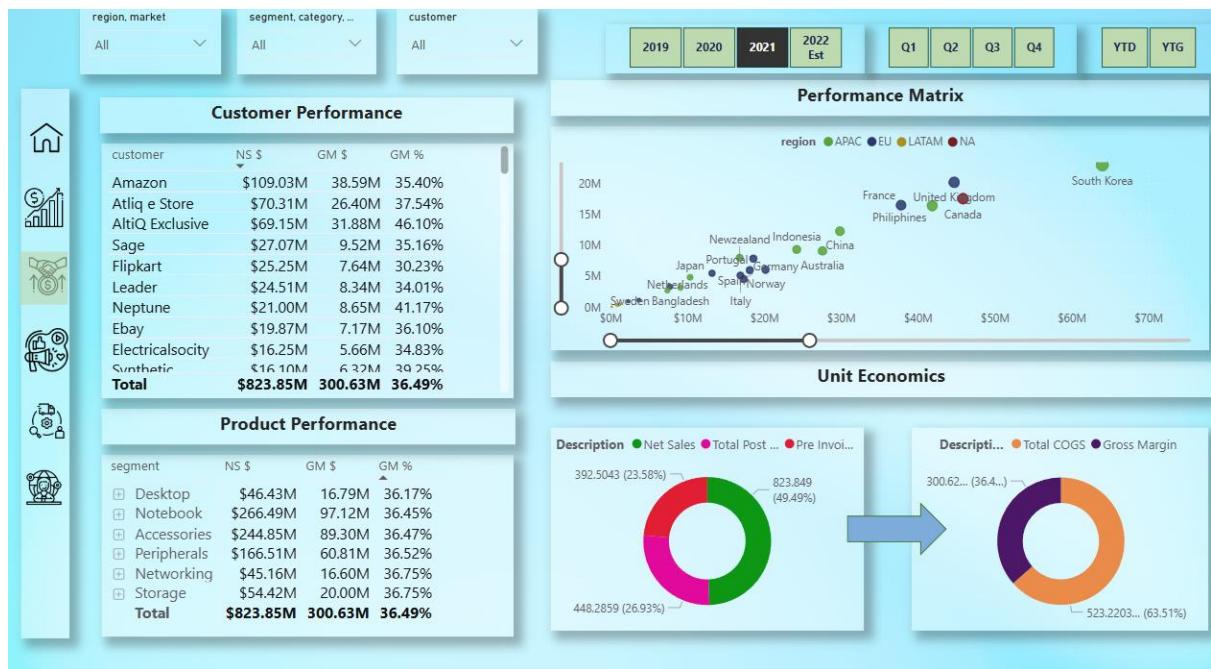
2019 2020 2021 2022 Est Q1 Q2 Q3 Q4 YTD YTG

**Net Sales Performance Over Time**

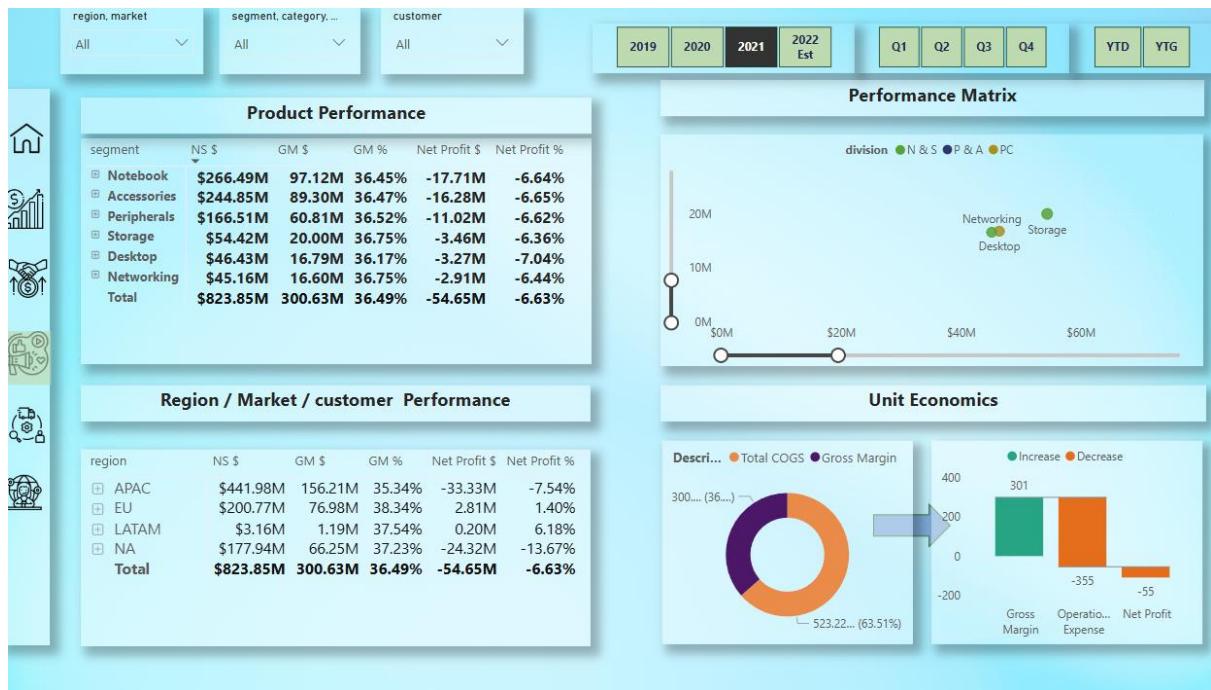
**Top/Bottom Products & Customers by Net Sales**

region	P & L values	P & L YoY Chg %	segment	P & L values	P & L YoY Chg %
EU	200.77	259.88	Accessories	244.85	269.67
APAC	441.98	198.67	Desktop	46.43	4,791.34
NA	177.94	186.03	Networking	45.16	72.26
LATAM	3.16	58.40	Notebook	266.49	208.45
<b>Total</b>	<b>823.85</b>	<b>207.43</b>	Peripherals	166.51	174.64
			Storage	54.42	97.48
			<b>Total</b>	<b>823.85</b>	<b>207.43</b>

## Sales view



## Marketing view



## Supply chain view

