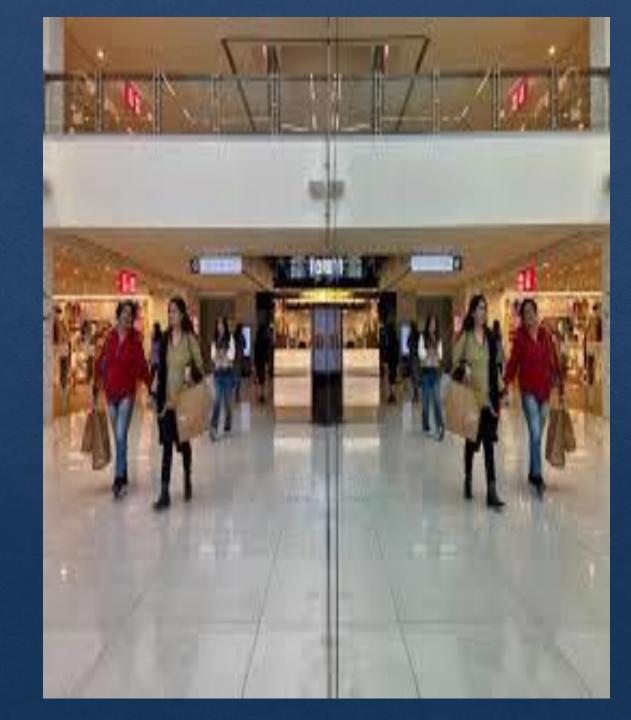
## PISHON ENTERPRISES

....SHOPPING MADE EASY



## INTRODUCTION

- ♦ Pishon Enterprises is a multi million dollar retail company with national spread across the United States. They are into sales of furniture, office equipment, and technological products.
- Objective: As a Data Scientist, develop a comprehensive sales dashboard for Pishon, a sales company, using Power BI. The dashboard should provide insights into sales performance, customer behavior, and product trends, enabling data-driven decision-making.

- Requirements:
- Sales data (CSV or Excel file)
- ♦ Customer data (CSV or Excel file)
- Product data (CSV or Excel file)
- 2. Dashboard Components:
- ♦ Sales Performance:
- Total sales revenue
- Sales by region
- Sales by product category
- Sales trend over time

- ♦ Customer Insights:
- Customer segmentation
- Customer lifetime value
- Average order value
- Customer retention rate
- ♦ Product Trends:
- Best-selling products
- Product category performance
- Product seasonality

- ♦ 3. Visualizations:
- Use a combination of charts, tables, maps, and gauges to effectively communicate insights
- Include interactive filters and drilldown capabilities
- ♦ 4. Calculations and Measures:
- Calculate sales revenue, profit margin, and customer lifetime value
- Create measures for sales growth, customer retention, and product performance
- ♦ 5. Data Modeling:
- Design a star schema or snowflake schema to optimize data relationships
- Ensure data quality and integrity

- 6. Storytelling:
- Create a narrative that guides the user through the dashboard
- Highlight key insights and recommendations
- Deliverables:
- ♦ 1. Power BI Dashboard (.pbix file)
- 2. Documentation:
- Data sources and preparation
- Calculations and measures
- Visualization selection and design
- ◆ Storytelling approach

- ♦ 3. Presentation:
- Showcase the dashboard and insights to stakeholders
- ♦ Timeline:
- ♦ Data preparation and modeling: 2 days
- Dashboard development: 4 days
- ♦ Testing and iteration: 2 days
- Documentation and presentation preparation: 1 day
- ♦ Total duration: 9 days