

# 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:
  - ◆ 1. Data Sources: 10Alytics
    - ◆ - 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 drill-down 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