**Data-set: Sales (PowerBI)**

1. Removing unwanted columns: Additional order column
2. Checking all columns data type: Date column
3. Removing duplicate: View-> column quality or column distribution. Check Primary key -> Row\_id [remove duplicate]
4. Merging/Splitting: Customer fname + Customer lname Transform -> Merge
5. Null value: Sales -> don’t change any null values as this will give wrong o/p predictions, better contact DE or filter out NULL values

Order Date-> replace NULL (but not recommended)

1. Replace: Category Name-> Camping and hiking, CDs + DVDs -> CD/DVD
2. Customer column: Category Name clubbed golf sections to one “Golf items”

if [Category Name] = "Golf Apparel" or [Category Name] = "Golf Balls" or [Category Name] = "Golf Gloves" or [Category Name] = "Golf Shoes" then "Golf" else [Category Name]

1. Formatting’s: Customer Name -> transform (Capitalize each word)
2. Advance editor: Home -> advance editor

10.Calendar table for analysis

BASIC DASHBORAD HAS BEEN CREATED IN POWER BI

 **Monthly Sales Performance**:

* Sales remain relatively consistent throughout the year, with the highest sales in February at $1.33M and the lowest in March at $1.16M. Other months show sales figures hovering around the $1.2M to $1.3M range.

 **Daily Sales Trends**:

* The highest sales occur on Sundays, amounting to $227K, followed by Wednesdays and Mondays with $222K and $202K respectively. The lowest sales day is Tuesday with $126K.

 **Sales by Category**:

* The "Cardio Equipment" category leads with $0.26M in sales, followed by "Fishing" at $0.20M and "Camping & Hiking" at $0.17M. "Water Sports" and "Cleats" both contribute $0.13M each.

 **Geographical Sales Distribution**:

* Central America tops regional sales with $0.69M, followed by Western Europe at $0.56M and South America at $0.54M. Other notable regions include Northern Europe ($0.35M) and the Caribbean ($0.28M).

 **Category and Region Intersection**:

* The "Camping & Hiking" category shows significant sales in both Central America ($0.54M) and Western Europe ($0.35M). "Cardio Equipment" is strong in Central America and Western Europe, while "Fishing" sees notable sales in Central America and South America.

 **Sales Growth and Decline**:

* The dashboard highlights a sales increase of 28.37% for "Fishing" and 21.95% for "Cleats." Meanwhile, categories like "Water Sports" and "Camping & Hiking" show modest growth of 16.02% and 13.02%, respectively.