**Power BI Activity (Analyze)**

**Goal:**

Practice using Power BI as well as gathering insights from the Analyze tool.

**Description:**

Import the “Contoso Sales for Power BI Designer” Dataset (you can find a project with the data imported on the GitHub, week 4). Load this data into Power BI. By creating visualizations and using the “Analyze” tool, answer the following questions:

1. Why might “Computers” be the highest revenue producing category?
2. Why might Fabrikam have the highest revenue?
3. Why might the “Noth American Back-to-School” promotion contain the most sales by number and revenue out of any other promotion?
4. Why might there have been a big sales decrease starting January 1, 2012?