Challenge 1 Details:

The initial struggle with this challenge was that no real directive was given. It can be difficult to work through a dashboard when you're not sure what information needs to be displayed. Usually, this wouldn't be an issue if the “executive” was available for contact and a working dashboard would be achieved through collaboration. Instead, I needed to come up with a view that conveyed all the relevant information in a concise manner.

First, the data tables for analyzed for potential relationships. I looked through the tables a created a schema that would allow me to model the Sales data in a variety of ways. The data was very clean and no manipulation was needed prior to the challenge.

Since the name of the challenge was executive SALES report I knew that’s what the central focus needed to be. However, no Sales measure existed. So I created a new column that calculated the sales based on the sale price of the product sold and the number of items purchased. A measure could have also been used but following Roche’s Maxim meant creating a new calculated column should take priority over a measure in this instance.

I did create a measure:

Month over Month =

VAR \_\_BASELINE\_VALUE = CALCULATE(

SUM('Sales table'[Sales]),

'Sales table'[Sales Date].[Month] IN { "April" },

ALL('Sales table'[Sales Date].[MonthNo])

)

VAR \_\_VALUE\_TO\_COMPARE = CALCULATE(

SUM('Sales table'[Sales]),

'Sales table'[Sales Date].[Month] IN { "May" },

ALL('Sales table'[Sales Date].[MonthNo])

)

RETURN

IF(

NOT ISBLANK(\_\_VALUE\_TO\_COMPARE),

DIVIDE(\_\_VALUE\_TO\_COMPARE - \_\_BASELINE\_VALUE, \_\_BASELINE\_VALUE)

)

This allowed me to show the percent increase over the previous month.

Finally the time came to organize the visualizations I wanted. I wanted to see Sales, Sales by Region, and Sales by product. I found a good way to organize the visuals but it wasn’t quite conveying the information I wanted to see. So I created two additional tabs for the tooltips. This allowed to see a further in depth analysis of a particular Region or Product.