

## DV – Lab 09

### Power BI Dashboard Development (US Sales Analysis)

We're excited to partner with you to develop a series of Power BI dashboards to gain deeper insights into our US sales data. Let's explore our US sales data from a different perspective, focusing on factors like product performance, customer behavior, and regional trends.

#### Scenario 1: Sales Performance by Product Category and Ship Mode

Understanding how shipping methods impact sales for different product categories can help us optimize our fulfillment strategy. We'd like to see how sales for categories like Electronics or Clothing vary based on the chosen ship mode (e.g., First Class, Second Class, Standard Class).

**Hint:** Consider a stacked column chart or a combination of charts. Plot product category on the X-axis and total sales on the Y-axis, stacked by ship mode. This will reveal how much each ship mode contributes to sales within each category.

#### Scenario 2: Top Selling Products by Customer Segment

Tailoring our marketing efforts to specific customer segments is crucial. We'd like to identify the top 5 selling products within each customer segment (e.g., Consumer, Corporate).

**Hint:** A combination of charts might be useful here. Consider using a table or matrix to display customer segment and top 5 products, with another chart (e.g., bar chart) to visualize the sales figures for those products.

#### Scenario 3: Sales Trends by Weekday and Region

Analyzing sales patterns by weekday can provide valuable insights into customer buying behavior. We'd like to see how sales fluctuate throughout the week (Monday-Sunday) for each of our four regions (East, West, North, South).

**Challenge:** Explore different chart options to effectively represent sales trends by weekday and region.