

DV – Lab 10

Analyzing Sales Data

Scenario: You are a data analyst at a retail company called "RetailPro." The management team wants to gain insights into the sales performance and profitability of different product categories and customer segments. Your task is to analyze the company's sales data and present your findings using Power BI visualizations.

Task 1: Sales by Category Analysis:

Scenario: The management team wants to understand which product categories are generating the most sales.

Hint: Create a pie chart to show the distribution of sales by category.

Task 2: Customer Segment Analysis:

Scenario: The management team is interested in understanding the sales contributions from different customer segments.

Hint: Create a ribbon chart to show the sales trend by customer segment over time.

Task 3: Profitability Analysis:

Scenario: The management team wants to analyze the profitability of the orders and identify which product categories are most profitable.

Hint: Create a waterfall chart to analyze the net profit for each product category.

Task 4: Key Metrics Overview:

Scenario: The management team needs a quick overview of key sales metrics.

Hint: Add card visualizations to display the following metrics:

1. Total Sales
2. Total Profit
3. Total Quantity Sold
4. Average Discount

Bonus Task: Advanced Interactive Dashboard (optional):

(5 Marks)

Scenario: The management team requests an advanced interactive dashboard to make data analysis more dynamic and user-friendly.

- Insert the company logo and images that represent different product categories.

(Hint: get any logo from the internet)

- Add shapes to highlight key sections of the dashboard.
- Use text boxes to provide additional context or explanations for certain visualizations.
- Create a button to reset all filters on the dashboard.
- Implement a button to apply a specific filter (e.g., view only high-profit products).
- Add slicers to the dashboard to allow dynamic filtering of data by:

1. Date (Order Date)
2. Region
3. Customer Segment