Power Pivot for Excel - Project_ChineHooke4 (version 1).xlsx

File | Home | Design | Advanced

Paste | Paste Append | Paste Replace | Copy — Clipboard

From Database | From Data Service | From Other Sources | Existing Connections — Get External Data

Refresh | PivotTable

Data Type : | Format : — Formatting

Sort A to Z | Sort Z to A | Clear Sort | Clear All Filters | Sort by Column — Sort and Filter

Find — Find

AutoSum | Create KPI — Calculations

Data View | Diagram View | Show Hidden | Calculation Area — View

Customer
- CustomerId
- FirstName
- LastName
- Company
- Address

Artist
- ArtistId
- Name
- AlbumId
- Title

DIM_Date
- InvoiceLineId
- InvoiceDate
- Year
- Month
- Month Name

Employee
- EmployeeId
- LastName
- FirstName
- Title
- ReportsTo

Genre
- GenreId
- Name
- TrackId

factinvoiceline
- InvoiceLineId
- EmployeeId
- PlaylistId
- ArtistId
- MediaTypeId

Track
- TrackId
- Name
- AlbumId
- MediaTypeId
- GenreId

Album
- AlbumId
- Title
- ArtistId
- measure 1

PlaylistTrack
- PlaylistId
- TrackId
- Name
- Name_1

Invoice
- InvoiceId
- CustomerId
- InvoiceDate
- BillingAddress
- BillingCity

Playlist
- PlaylistId
- Name
- TrackId

MediaType
- MediaTypeId
- Name
- TrackId
- Name_1

Stackholders overview

Chinook DashBoard

Year

2021 | 2022 | 2023 | 2024 | 2025

Month Name

April | August | Dece... | Febr... | Janu... | July
June | March | May | Nove... | Octo... | Sept...

59	2329	24	2240
# Customers	Total Sales	# Countries	Total Quantity

Top 5 Countries By Sales

Total Sales By Year

Total Sales By month

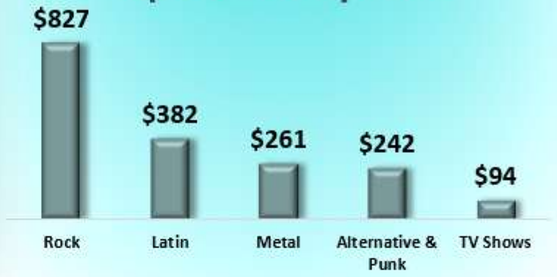
TEST | Stackholders | Sales | Customers &Emp | Artists | Documintation | Recommendations

Sales overview

2329	2240	412	5.7
Total Sales	Total Quantity	# Invoices	AVG.Invoice

Sales By Track Duration

Top 5 Genre By Sales



% USA Sales

% Rock Sales

Sales By Countries

COUNTRY

Argentina	Australia
Austria	Belgium
Brazil	Canada
Chile	CR
Denmark	Finland
France	Germany
Hungary	India
Ireland	Italy
Netherlands	Norway
Poland	Portugal
Spain	Sweden
UK	USA

TEST | Stackholders | Sales | Customers &Emp | Artists | Documintation | Recommendations

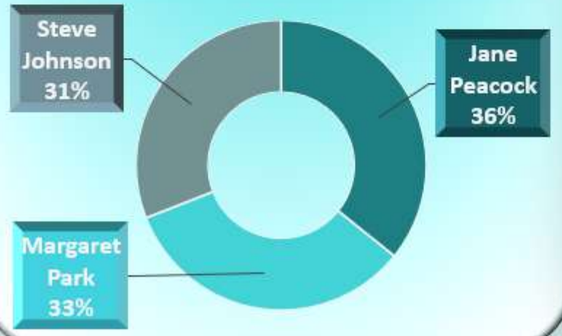
Customers & Employees overview

59	24	8	3
# Customers	# Countries	# Employees	# Managers

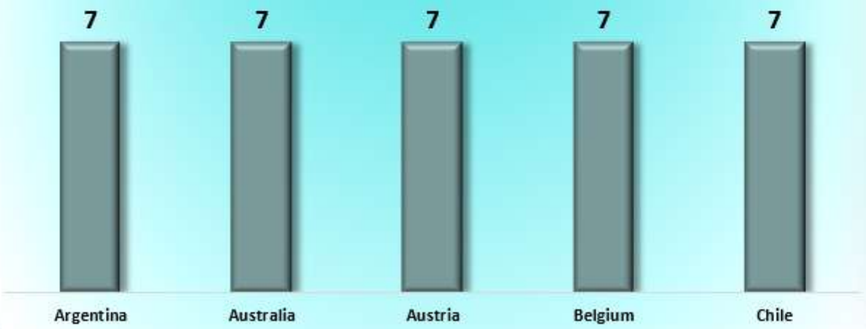
Top 5 Countries By # Customers

Top 10 Customers By Sales

Total Revenue By Each Employee



Bottom 5 Countries BY # Customers



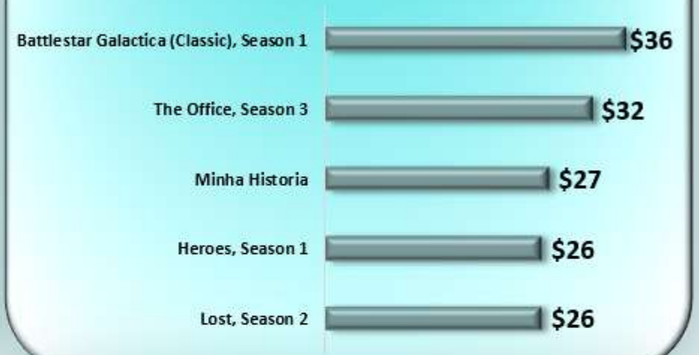
Artists & Albums overview

# Artists	275
# Albums	347
# Tracks	3503
# Playlists	18
# MediaTypes	5

Artist Have Max Numbuer Of Albums	Iron Maiden 21
Album Have Max Number Of Tracks	Greatest Hits 57

Top 5 Artists By T-Sales

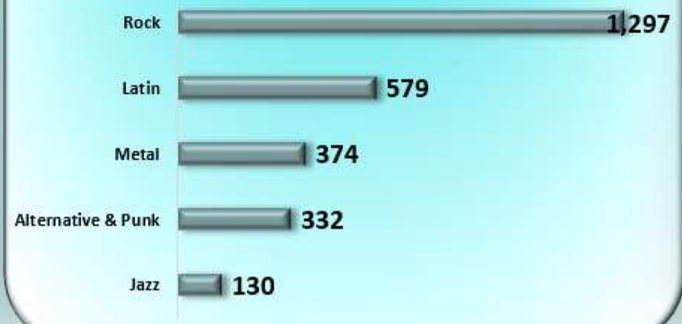
Top 5 Albums By T-Sales



T-Sales By MediaType

Track Duration

Top 5 Genres Have Tracks



Top 5 Tracks By T-Sales

TEST | Stackholders | Sales | Customers &Emp | Artists | Documintation | Recommendations

Battery status: 7

Chinook Documentation

Stakeholders Overview

Key Metrics:

-Sales by Year:
- Peak: 2022 ($481)
- Decline: 2025 ($451)

- Sales by Month:
- Highest: January & June ($201)
- Lowest: November ($186)

- Top 5 Countries by Sales: USA, Canada , France, Brazil, Germany

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Insights:

- **Yearly sales dropped slightly in 2025.**
- **Strong seasonal trends with spikes in January and June.**
- **Consistent sales growth in USA, with Canada as an emerging second market.**

Sales Overview

Key Metrics:

- Total Sales: 2,329 | Total Quantity: 2,240 | #Invoices: 412 | Avg Invoice: $5.7 .

- Sales by Track Duration:- Medium (53%) , Long (34%), Short (13%).

-Top Genres by Sales: - Rock ($827), Latin ($382), Metal ($261), Alt & Punk ($242).

-Top Countries by Sales:- USA ($523), Canada ($304), France, Brazil, Germany .

-% Sales Distribution: - USA = 18% - Rock = 36%

Insights:

- **Rock contributes most sales revenue.**
- **USA and Canada are the strongest sales contributors.**
- **Track duration correlates with sales (medium is preferred).**

Customers & Employees Overview

Key Metrics:

- 59 Customers, 24 Countries

- Top Countries by Customers:
USA, Canada, Brazil, France, Germany.

- Top 10 Customers by Sales:
Highest = Helena Holý ($50), others between $43-$48.

-Employee Revenue Distribution:
- Jane Peacock: 36%
- Margaret Park: 33%
- Steve Johnson: 31%.

Bottom Countries (by customers):- Argentina, Australia, Austria, Belgium, Chile (7 each).

Insights:

- **The U.S. has a significant customer base and revenue share.**
- **Customer base is evenly distributed among bottom-tier countries.**
- **Employee performance is well balanced.**

Artists & Albums Overview

Key Metrics:

- 275 Artists, 347 Albums, 3503 Tracks

- Top Artist (by albums):
Iron Maiden (21 albums)

- Top Album (by tracks):
Greatest Hits (57 tracks)

- Top 5 Artists by Sales:
Iron Maiden, U2, Metallica, Led Zeppelin, Lost

- Top 5 Tracks by Sales:
"The Trooper", "Dazed and Confused", etc. ($5-$4 each)

Media Type Sales:-
MPEG audio: $1,956 (dominant)- Others like AAC formats are negligible (< $5)

Track Duration:-
Medium (56%), Long (30%), Short (14%)

Top Genres by Track Count:-
Rock (1,297), Latin, Metal, Alternative & Punk, Jazz

Top Albums by Sales:-
Battlestar Galactica (Classic), The Office S3, etc.

Insights:

- **Rock dominates in both track volume and sales.**
- **MPEG format is the preferred media type for sales.**
- **Medium-length tracks are most common and sell best.**

Recommendations:

Recommendations

All Recommendations

-Investigate root causes of 2025 decline-customer churn, marketing dip, etc.
- Launch seasonal campaigns in November to address low sales.

- Continue investing in Rock music distribution.
- Localize marketing in Canada and France to leverage growth potential.
- Offer targeted promotions for short track formats to increase diversity..

-Prioritize engagement in countries like Canada, Brazil, France, with growing bases.
- Explore expansion strategies for underperforming countries (e.g., offer promotions).
- Consider incentivizing employees with the highest revenue share to mentor others.

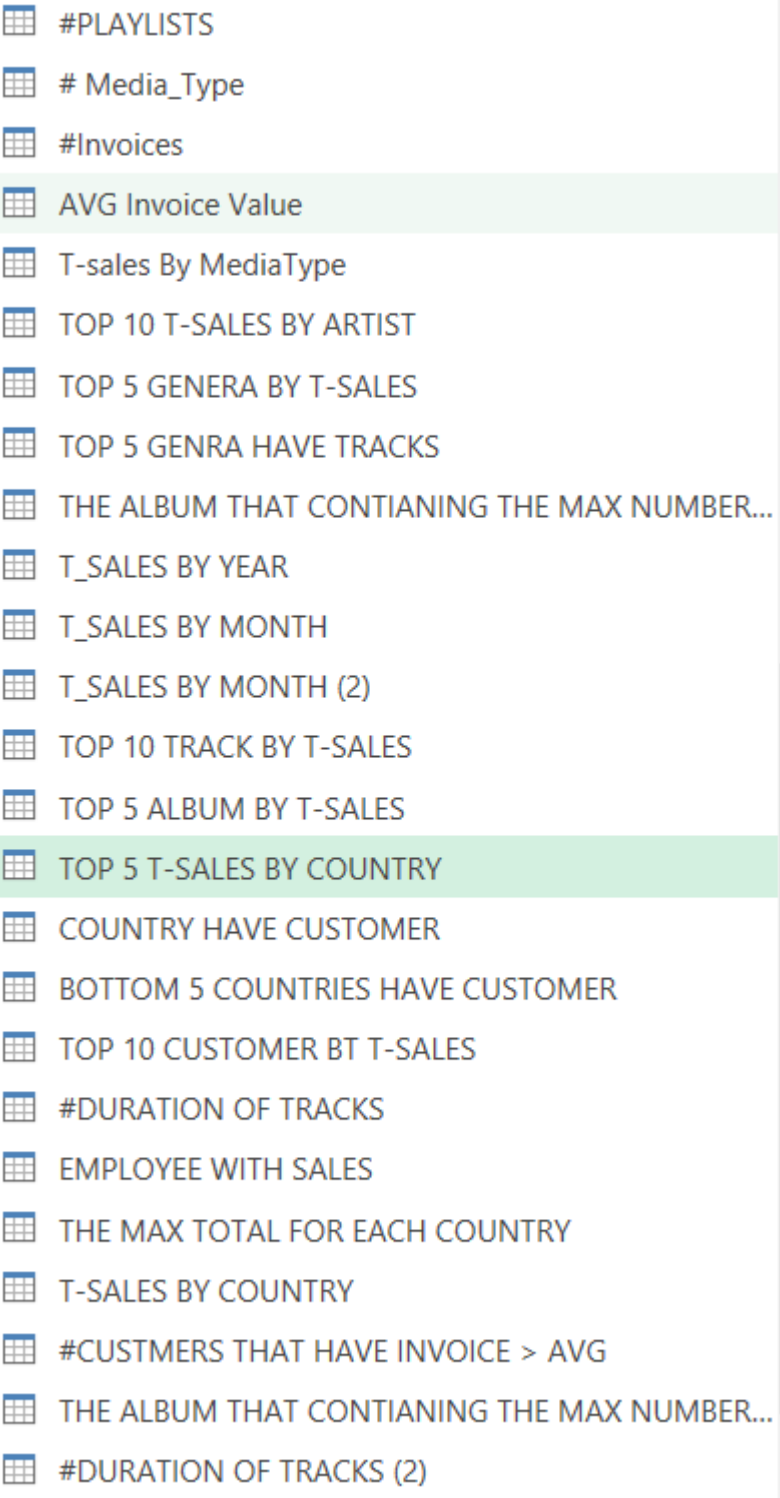
- Focus marketing and production on Rock genre and medium-length tracks.
- Increase availability in MPEG audio format.
- Analyze why some top-selling albums are TV shows-consider cross-industry bundles.

Summary of Key Recommendations

Area	==>	Action
Genre Focus		Invest in Rock & Latin
Format Strategy		Prioritize MPEG audio format
Sales Growth		Focus on Canada, France, and Brazil
Employee Strategy		Recognize topemployees,encourage mentoring
Product Mix		Promote medium-length tracks
Seasonal Sales		Boost campaigns in low months (Nov, Feb)
Revenue Revival		Analyze and counteract 2025 sales dip

Queries [46]

- Album
- Artist
- Customer
- Employee
- Genre
- Invoice
- factinvoiceline
- MediaType
- Playlist
- PlaylistTrack
- Track
- DIM_Date
- T_Sales
- # countryies
- T-Quantity
- # Artists
- # Tracks
- # Customers
- # Albumes
- #EMPLOYEE
- #MANGERS
- #PLAYLISTS
- # Media_Type
- #Invoices
- AVG Invoice Value


#PLAYLISTS
Media_Type
#Invoices
AVG Invoice Value
T-sales By MediaType
TOP 10 T-SALES BY ARTIST
TOP 5 GENERA BY T-SALES
TOP 5 GENRA HAVE TRACKS
THE ALBUM THAT CONTIANING THE MAX NUMBER...
T_SALES BY YEAR
T_SALES BY MONTH
T_SALES BY MONTH (2)
TOP 10 TRACK BY T-SALES
TOP 5 ALBUM BY T-SALES
TOP 5 T-SALES BY COUNTRY
COUNTRY HAVE CUSTOMER
BOTTOM 5 COUNTRIES HAVE CUSTOMER
TOP 10 CUSTOMER BT T-SALES
#DURATION OF TRACKS
EMPLOYEE WITH SALES
THE MAX TOTAL FOR EACH COUNTRY
T-SALES BY COUNTRY
#CUSTMERS THAT HAVE INVOICE > AVG
THE ALBUM THAT CONTIANING THE MAX NUMBER...
#DURATION OF TRACKS (2)

#CUSTMERS THAT HAVE INVOICE > AVG

Display Option

```
let
    Source = Sql.Database(".", "Chinook", [Query="
   WITH CustomerInvoice AS (
    SELECT
        C.CustomerId,
        C.FirstName + ' ' + C.LastName AS CustomerName,
        SUM(I.Total) AS TotalInvoice
    FROM
        Customer C
    INNER JOIN
        Invoice I ON C.CustomerId = I.CustomerId
    GROUP BY
        C.CustomerId, C.FirstName, C.LastName
)
SELECT
    CustomerName,
    TotalInvoice
FROM
    CustomerInvoice
WHERE
    TotalInvoice > (SELECT AVG(TotalInvoice) FROM CustomerInvoice)
ORDER BY TotalInvoice DESC;




    "])

in
    Source
```

✓ No syntax errors have been detected.

Done

TOP 5 T-SALES BY COUNTRY

Display Option

```
let
    Source = Sql.Database(".", "Chinook", [Query=" SELECT TOP 5 I.BillingCountry AS COUNTRY,SUM(IL.QUANTITY*IL.UNITPRICE)  AS T_SALES
    FROM INVOICELINE AS IL INNER JOIN INVOICE AS I ON I.INVOICEID=IL.INVOICEID
    GROUP BY I.BillingCountry
    ORDER BY T_SALES DESC




    "])
in
    Source
```

✓ No syntax errors have been detected.

Done

Queries [46]

- #PLAYLISTS
- # Media_Type
- #Invoices
- AVG Invoice Value
- T-sales By MediaType
- TOP 10 T-SALES BY ARTIST
- TOP 5 GENERA BY T-SALES
- TOP 5 GENRA HAVE TRACKS
- THE ALBUM THAT CONTIANING THE MAX NUMBER...
- T_SALES BY YEAR
- T_SALES BY MONTH
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- EMPLOYEE WITH SALES
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- T-SALES BY COUNTRY
- #CUSTMERS THAT HAVE INVOICE > AVG
- THE ALBUM THAT CONTIANING THE MAX NUMBER...
- #DURATION OF TRACKS (2)

```
= Sql.Database(".", "Chinook", [Query=" SELECT TOP 5 I.Billir
```

	COUNTRY	1.2 T_SALES
	Valid 100% Error 0% Empty 0% 5 distinct, 5 unique	Valid 100% Error 0% Empty 0% 5 distinct, 5 unique
1	USA	523.06
2	Canada	303.96
3	France	195.1
4	Brazil	190.1
5	Germany	156.48

THE Artist Have THE MAX NUMBER OF Albims

```
let
    Source = Sql.Database(".", "Chinook", [Query="

   select top 1 ar.name as artist_name,count(a.albumid) as #albums
    from artist as ar inner join album as a
    on ar.artistid=a.artistid
    group by ar.name
    order by  #albums desc



    "])
in
    Source
```

	artist_name	#albums
	Valid 100% Error 0% Empty 0% 1 distinct, 1 unique	Valid 100% Error 0% Empty 0% 1 distinct, 1 unique
1	Iron Maiden	*21*

T_SALES BY YEAR

Display Optio

```
let
    Source = Sql.Database(".", "Chinook", [Query="
    SELECT YEAR(INVOICEDATE) AS YEAR,SUM(QUANTITY*UNITPRICE) AS T_SALES
    FROM INVOICELINE AS IL INNER JOIN INVOICE AS I
    ON I.INVOICEID=IL.INVOICEID
    GROUP BY YEAR(INVOICEDATE)
    "]),
    #"Changed Type" = Table.TransformColumnTypes(Source,{{"YEAR", Int64.Type}})
in
    #"Changed Type"
```

✓ No syntax errors have been detected.

Done

Queries [46]

- # countryies
- T-Quantity
- # Artists
- # Tracks
- # Customers
- # Albumes
- #EMPLOYEE
- #MANGERS
- #PLAYLISTS
- # Media_Type
- #Invoices
- AVG Invoice Value
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- TOP 5 GENRA HAVE TRACKS
- THE ALBUM THAT CONTIANING THE MAX NUMBER...
- T_SALES BY YEAR

```
= Table.TransformColumnTypes(Source,{{"YEAR", Int64.Type}})
```

	YEAR	T_SALES
	Valid 100% Error 0% Empty 0% 5 distinct, 5 unique	Valid 100% Error 0% Empty 0% 5 distinct, 5 unique
1	2021	449.46
2	2022	481.45
3	2023	469.58
4	2024	477.53
5	2025	450.58

EMPLOYEE WITH SALES

Display Optio

```
let
    Source = Sql.Database(".", "Chinook",[Query="SELECT
    e.FirstName + ' ' + e.LastName AS EmployeeName,
    SUM(i.Total) AS TotalRevenue

FROM Employee e
JOIN Customer c ON e.EmployeeId = c.SupportRepId
JOIN Invoice i ON c.CustomerId = i.CustomerId
GROUP BY e.FirstName, e.LastName
ORDER BY TotalRevenue DESC;


"]),
    #"Changed Type" = Table.TransformColumnTypes(Source,{{"TotalRevenue", Currency.Type}})
in
    #"Changed Type"
```

✓ No syntax errors have been detected.

Done

Queries [46]

- #PLAYLISTS
- # Media_Type
- #Invoices
- AVG Invoice Value
- T-sales By MediaType
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- THE ALBUM THAT CONTIANING THE MAX NUMBER...
- #DURATION OF TRACKS (2)

```
= Table.TransformColumnTypes(Source,{{"TotalRever
```

	EmployeeName	TotalRevenue
	Valid 100% Error 0% Empty 0% 3 distinct, 3 unique	Valid 100% Error 0% Empty 0% 3 distinct, 3 unique
1	Jane Peacock	*833.04*
2	Margaret Park	*775.40*
3	Steve Johnson	*720.16*

2 COLUMNS, 3 ROWS Column profiling based on top 1000 rows