**BELLEVUE**
UNIVERSITY

# DSC 640 Data Presentation & Visualization

# Spring 2021 Semester

# Milestone 1b(Repeat):  Design Methodology

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## Design Choices
Using Power BI as the tool since I have been using the same with my other assignments and so find it easy to use. Could have used either Tableau or any other tool, however some learning would have been needed on the same.

## Main & Supplemental Dataset
Used the following Main and Supplementary Datasets

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Customer-details.zip

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Order-details.zip

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Sales-details.zip

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Region-details.zip

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Product-details.zip

The five files have the data as per the file name and its self-understood. The details include the sales detail for a specific year. The year is not mentioned, so I did not put the same on Dashboard.

## KPI – Sales Revenue and Profits
I included the overall Sales Revenue and Profits for the company and put them as simple numbers. This helps in getting an insight into company's performance without drilling down into the data.

## Bar Chart – Profits %Age by Category
I compared profits as percentage to costs for different categories. This helps determine, which categories have more return on investment.

## Stacked Bar Chart – Sales by State and Category
In the next bar chart, I try to show, which states have more sales. This also breaks down the sales by category, so that we can plan our inventory accordingly.

## Tree Map – Sales by Customer
In this map, I try to show which Customers have major sales impact, thus we should offer some deals to improve sales with them. We may also look with smallest customers and try to increase the sales with them too as we have a lot of opportunity to grow with them.

## Pie Chart – Sales by Category
In the pie chart, I try to show which Categories have the most Sales. This would help us in planning the inventory and production for future.

## Donut Chart – Quantity by Category

In the donut chart, I try to show which Categories have the most quantity of products sold. This would help us in planning the inventory and production for future.

## References

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Customer-details.zip

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https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Sales-details.zip

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Region-details.zip

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