



# RAJA COMPUTERS & ACCESSORIES

CREATED BY-  
ANIK DEY



**01** Objectives

**02** DAX Function

**03** KPI Indicators

**04** Dashboard Overview

**05** Results & Interpretations

# CONTENTS



01

## Agenda

1. Import Data on BI
2. Data Cleaning
3. Data Transformation
4. Data Modelling
5. DAX Functions
6. Performed KPIs
7. Graphical Representations



A laptop is open on a white desk, with a grey mousepad in front of it. The background features a light grey geometric pattern of triangles. The title 'Project Objectives' is prominently displayed in the upper right area.

# Project Objectives

01

Improve knowledge of past and present sales performance mostly by contrasting the total sales of the most recent year with the sales reports from the two years prior.

02

Design and create a dynamic, interactive dashboard visualizing key sales KPIs.

03

Empower data-driven decisions for targeted growth and progress monitoring.

04

Target the overall sales of the individual brands three years comparatively.

05

Identifying the overall sales and highest amount of sales within the following states.

# DAX Functions Performed



## ❑ Total Sales Calculations –

YTD Total Sales = TOTALYTD(SUM(Sales\_Data[Total\_Sales]),Calender\_table[Date])

PYTD Total Sales =

CALCULATE(SUM(Sales\_Data[Total\_Sales]),SAMEPERIODLASTYEAR(Calender\_table[Date]))

Sales Difference = [YTD Total Sales]-[PYTD Total Sales]

Sales Diff Colour = IF(Sales\_Data[Sales Diff]>0,"Green","Red")

YOY Sales Growth = Sales\_Data[Sales Diff]/[PYTD Total Sales]

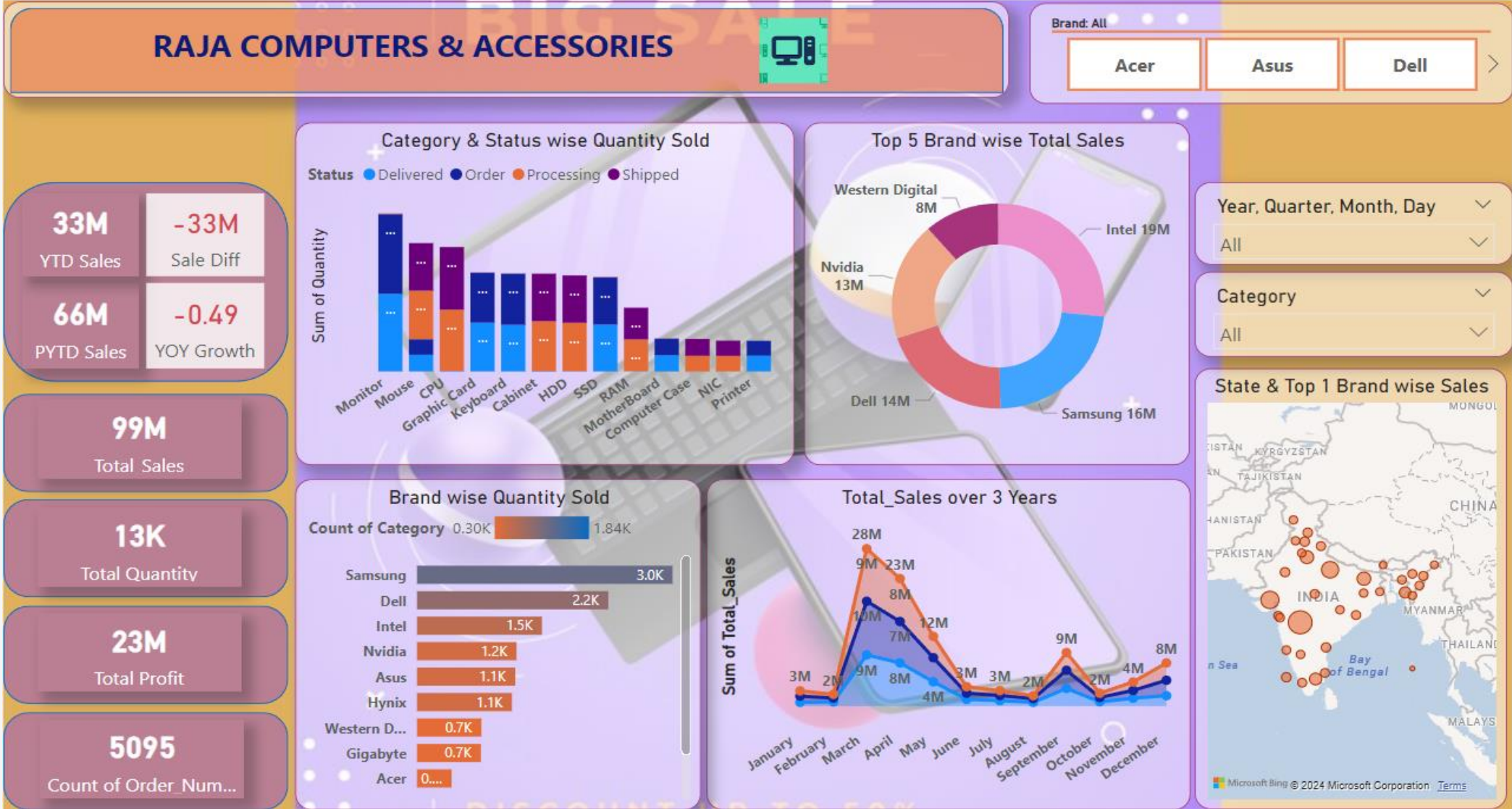
❑ Total Profit = Total Profit = SUMX(Sales\_Data,Sales\_Data[Total\_Sales]-Sales\_Data[Total\_Cost])

❑ Creating Table as Calendar Date =

CALENDAR(MIN(Sales\_Data[Order\_Date]),MAX(Sales\_Data[Order\_Date]))



# Dashboard Overview



A photograph of a modern workspace. A silver laptop is open on a dark green textured mat. To its right is a clear glass of water. In front of the laptop is a black smartphone. Further right, a black sports watch with a metal link bracelet is visible. The background is a blurred indoor setting.

# Results & Interpretations

## KPI Interpretations -

- ❑ Total Sales - All over sales for three consecutive years were 99M.
- ❑ Total Quantity – All over quantity sold for three consecutive years were 13K.
- ❑ Total Profit – The over all profit for those consecutive three years were 23M.
- ❑ Total Order Number – The total orders got over three consecutive years were 5095 items.

# Graphical Interpretations



- ❑ **Category & Status wise Quantity Sold** - It is evident that the category of monitors sold more of them than mice, CPUs, and other products. It is also evident from the bar chart what proportion of the ordered quantity was delivered, as well as the ordered, processed, and shipped conditions.
- ❑ **Brand wise Quantity Sold** - It is evident from this horizontal bar chart that the brand "Samsung" had the best record for quantity sales, followed by Dell, Intel, and so forth.
- ❑ **Top 5 Brands wise Total Sales** - It is evident from this donut chart that Intel leads all other brands in terms of sales, with Samsung, Dell, and so forth following closely behind.
- ❑ **Total Sales over 3 years** - This stacked area chart makes the entire three years' worth of total sales data easy to see.
- ❑ **State & Top 1 Brand wise Sales** - The geographic map displays every state where there is only one leading brand, along with the brand's total sales and sum of quantities sold in each state.



THANK YOU

