POWER BI CASE STUDY

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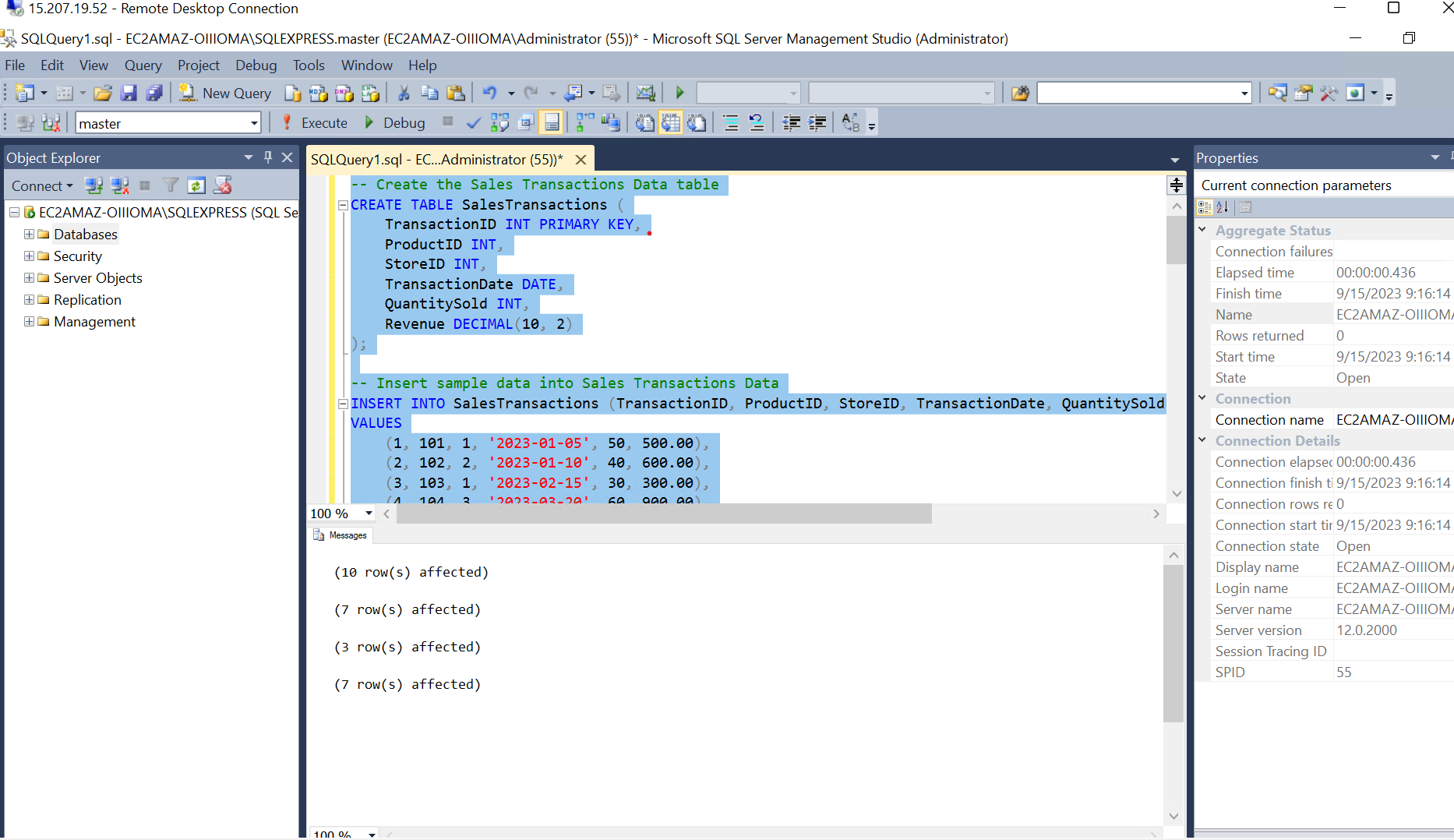
REQUIREMENT 1 : DATA LOADING

1. CONNECTING TO SQL SERVER

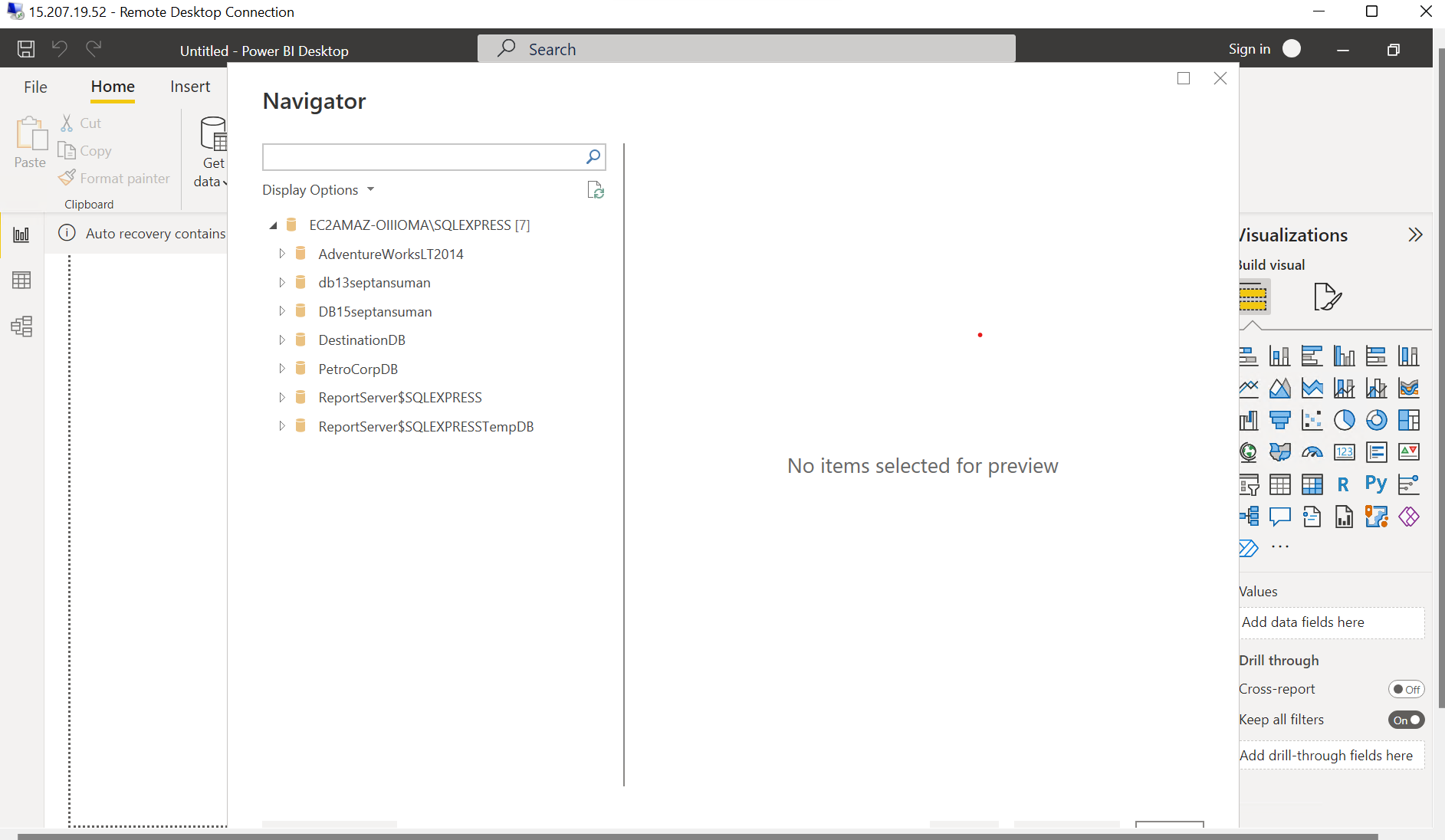
A screenshot of a computer

Description automatically generated

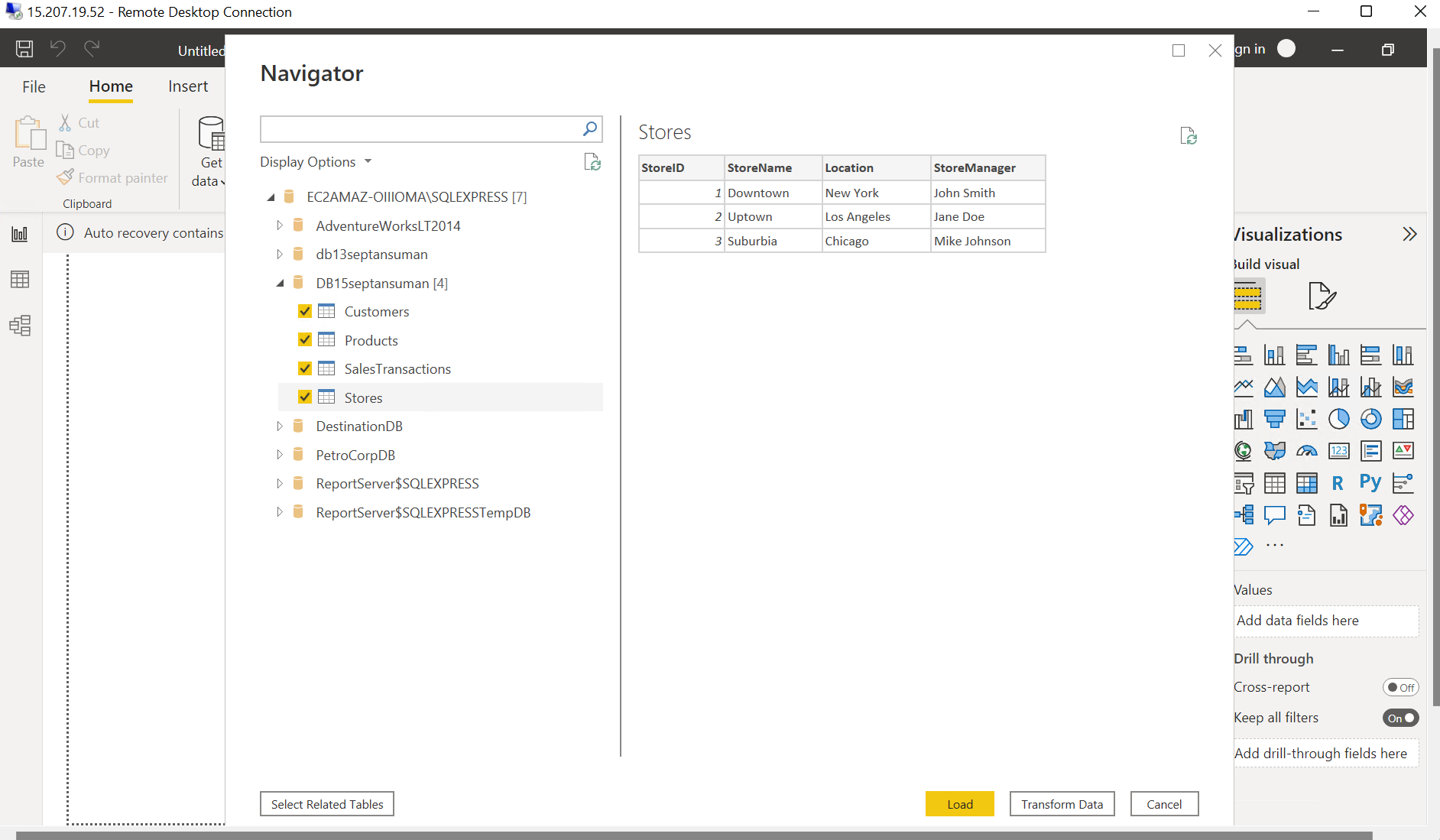
1. EXECUTING QUERY TO CREATE DB



1. CONNECTING WITH DB IN SQL SERVER



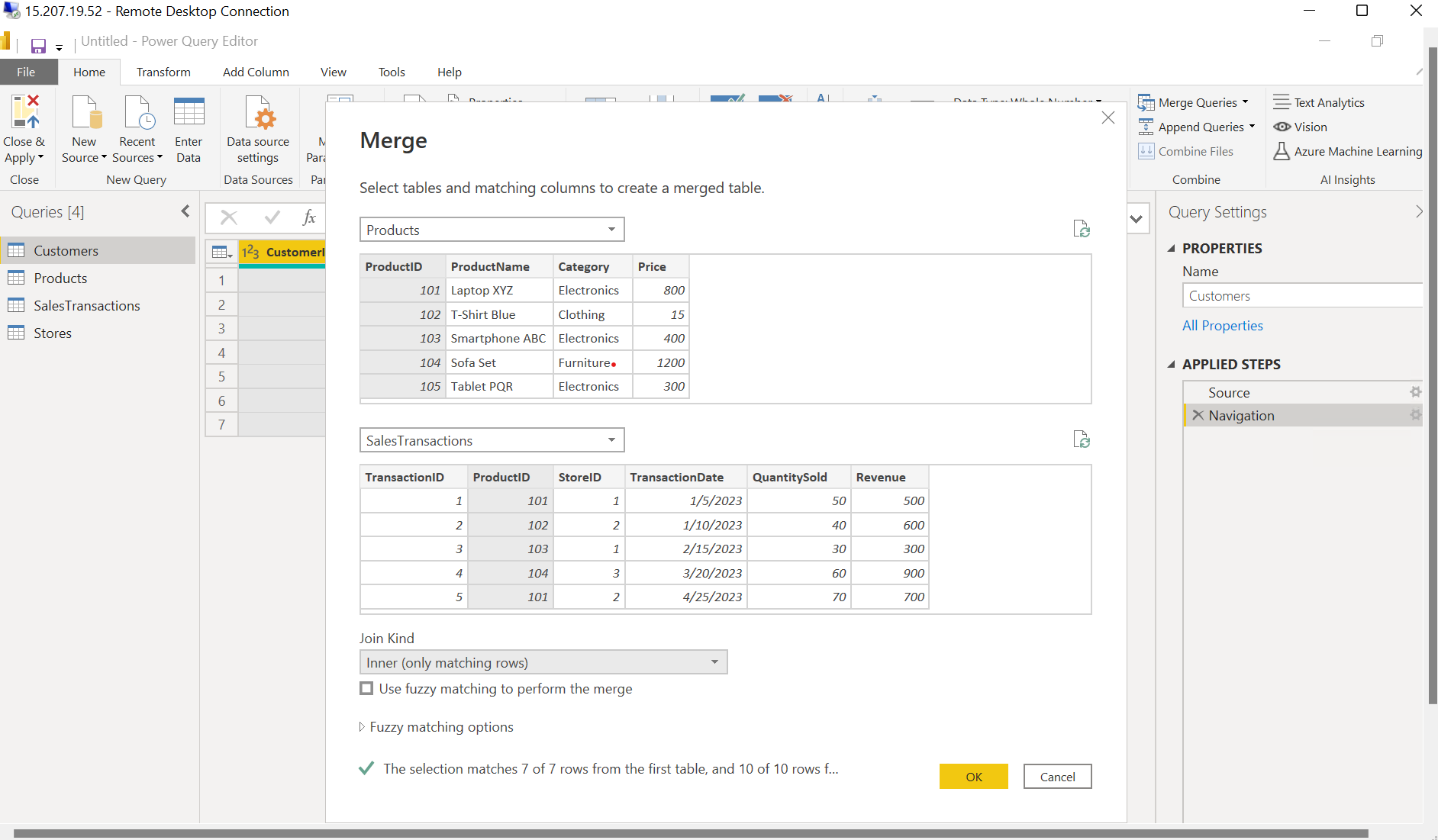
1. LOADING DATA INTO POWER BI



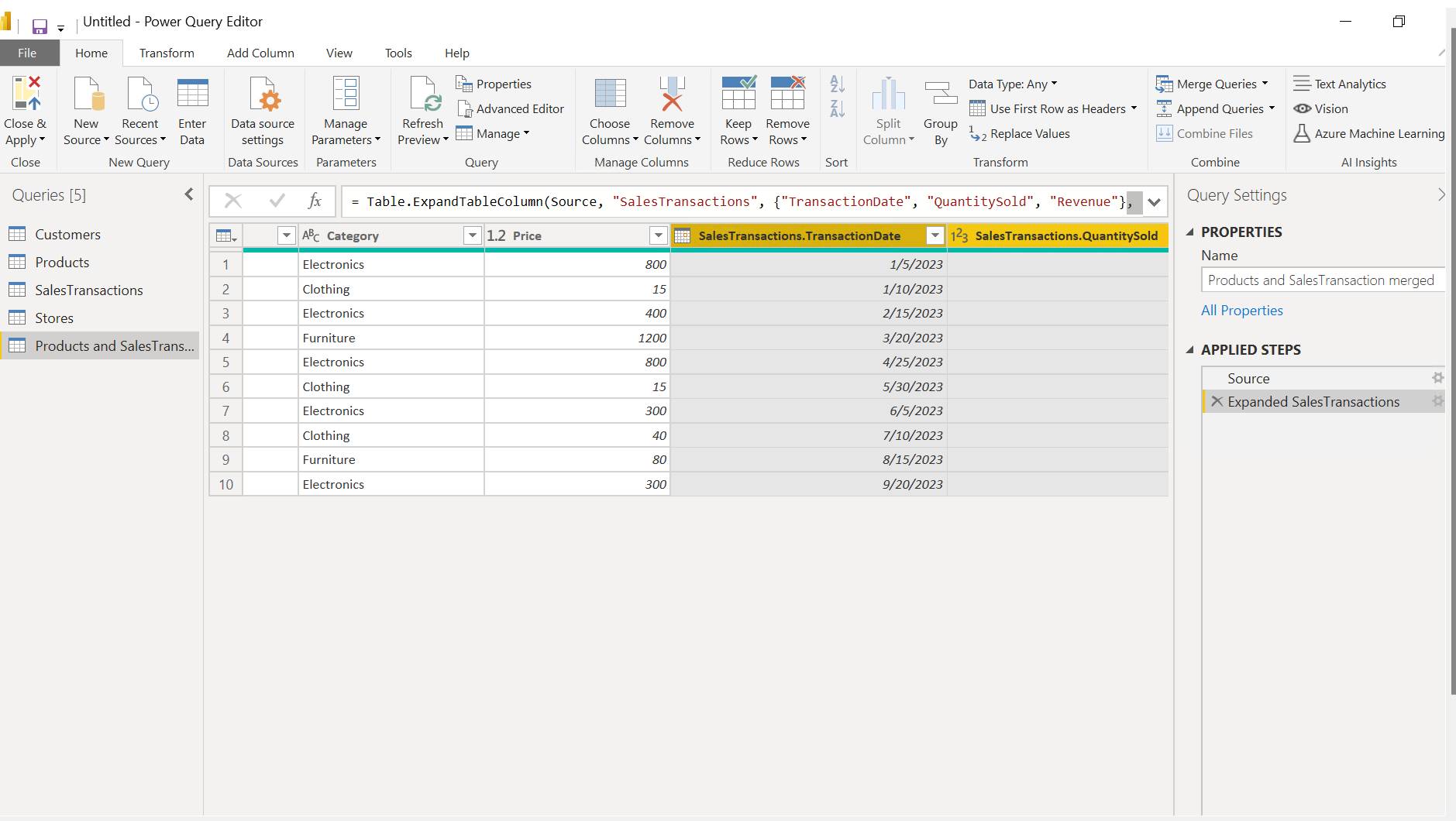
REQUIREMENT 2

MERGING TABLLES

Merging Products and SalesTransactions tables using ProductID. Storing the data in a new table



Selecting specific columns from the other table: Transaction date, QuantitySold, Revenue from Sales transaction table



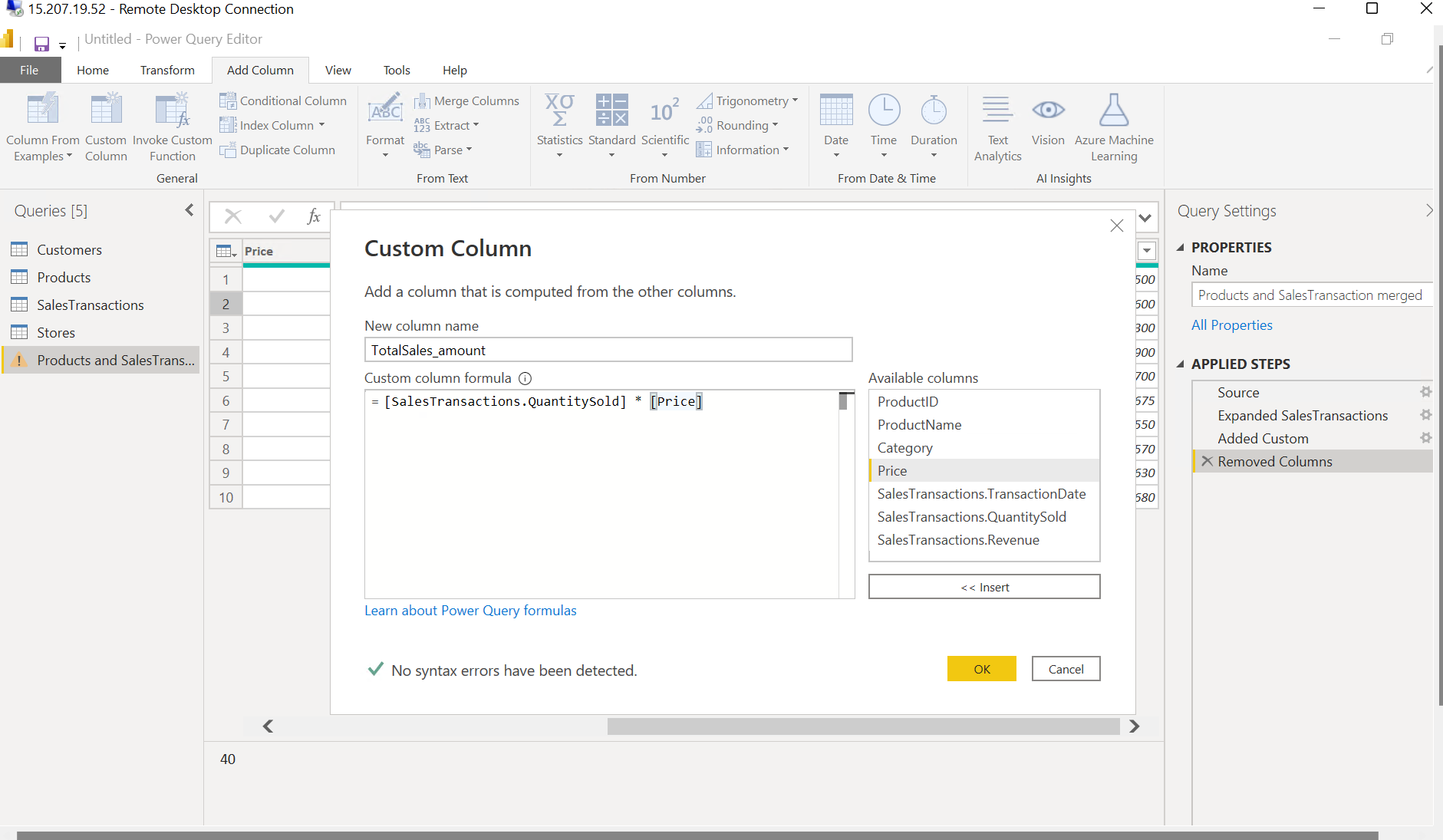
MERGING TABLES using Inner join between Products, salestransactions, stores thus creating a ultimate table

A screenshot of a computer

Description automatically generated

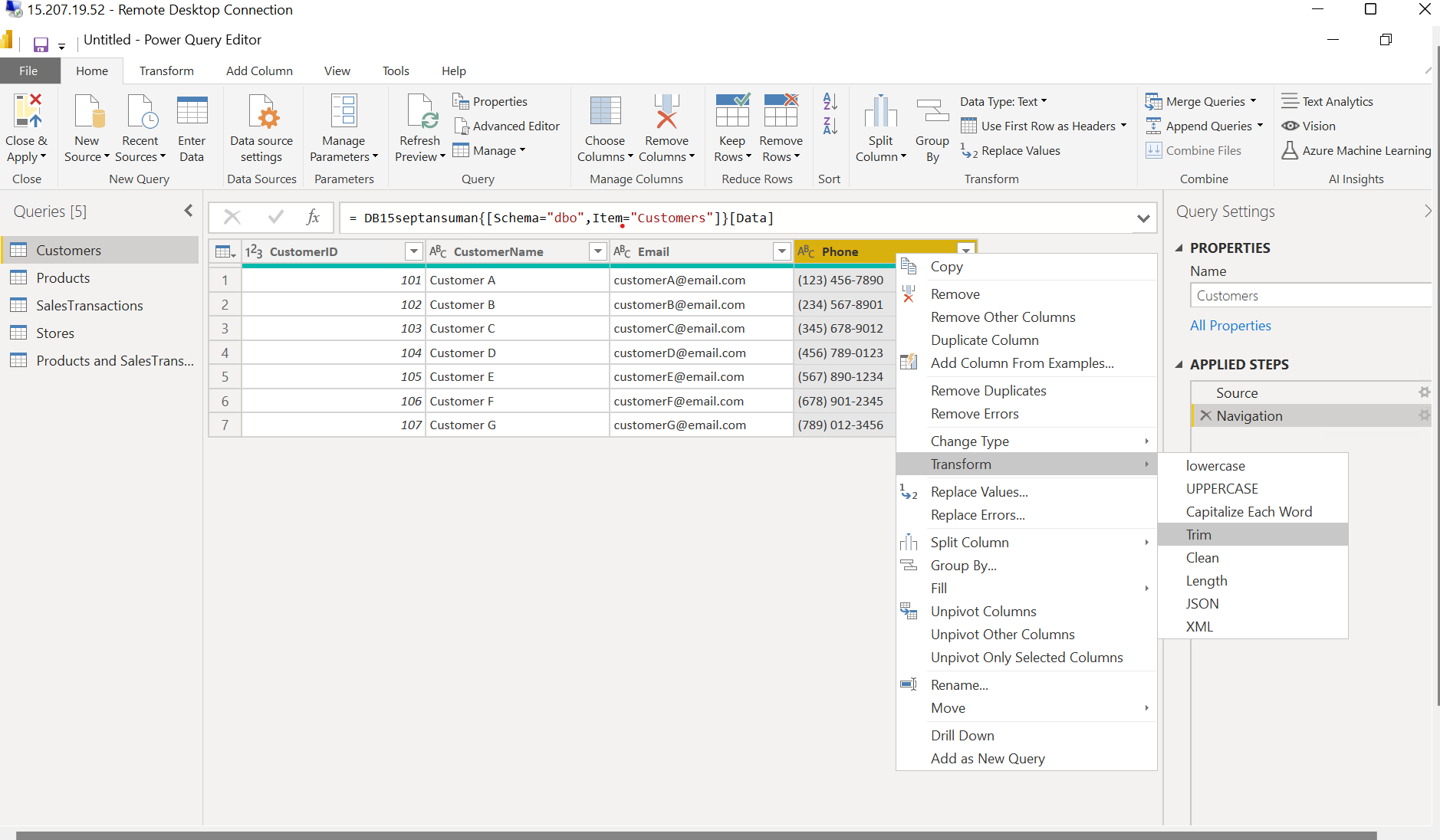
CREATING CALCULATED COLUMN

Column = Total Sales amount = Product of Quantity sold and Price of each

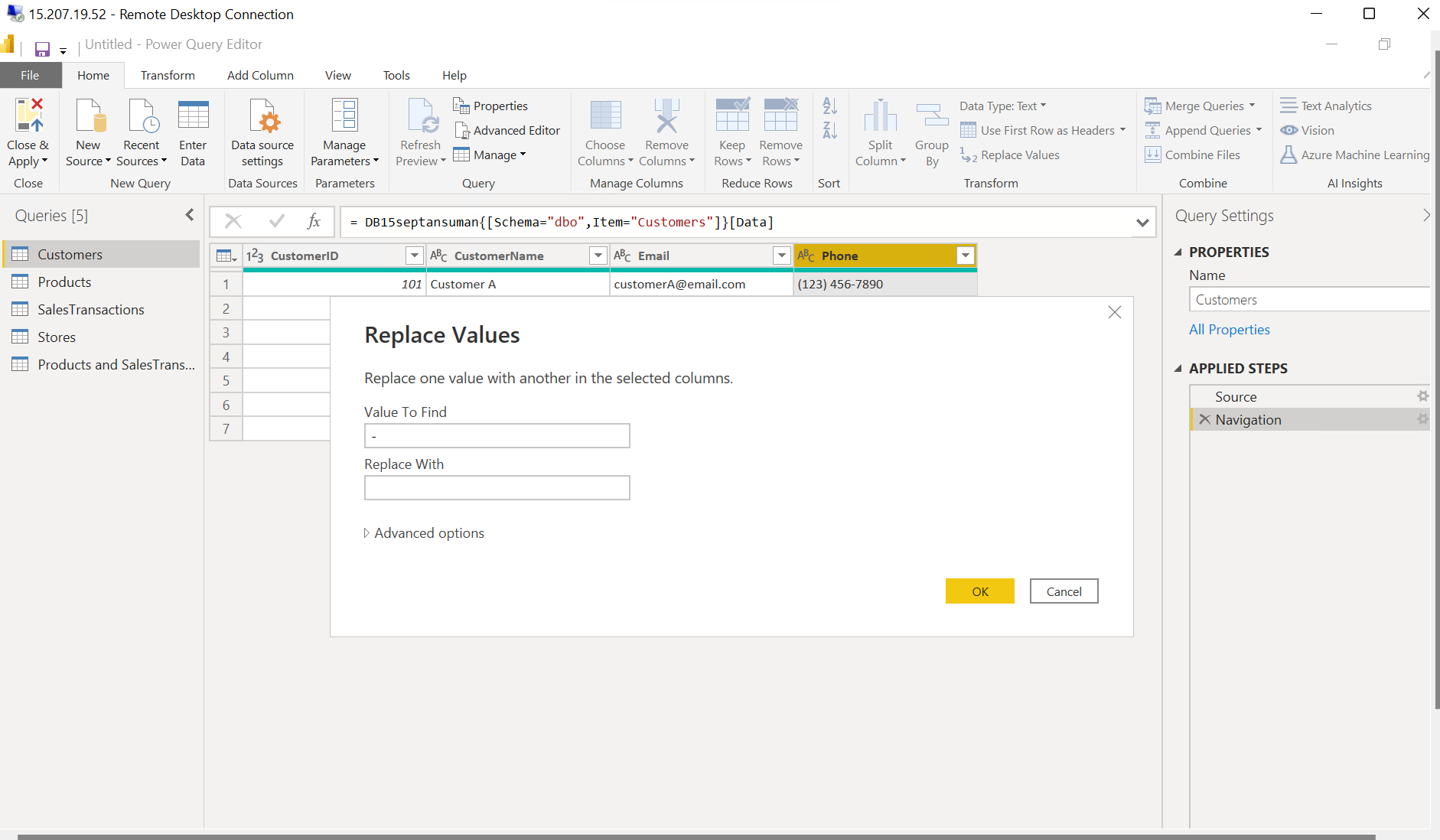


CLEAN DATA

Triming white space



Replacing – with no space in Phone column table



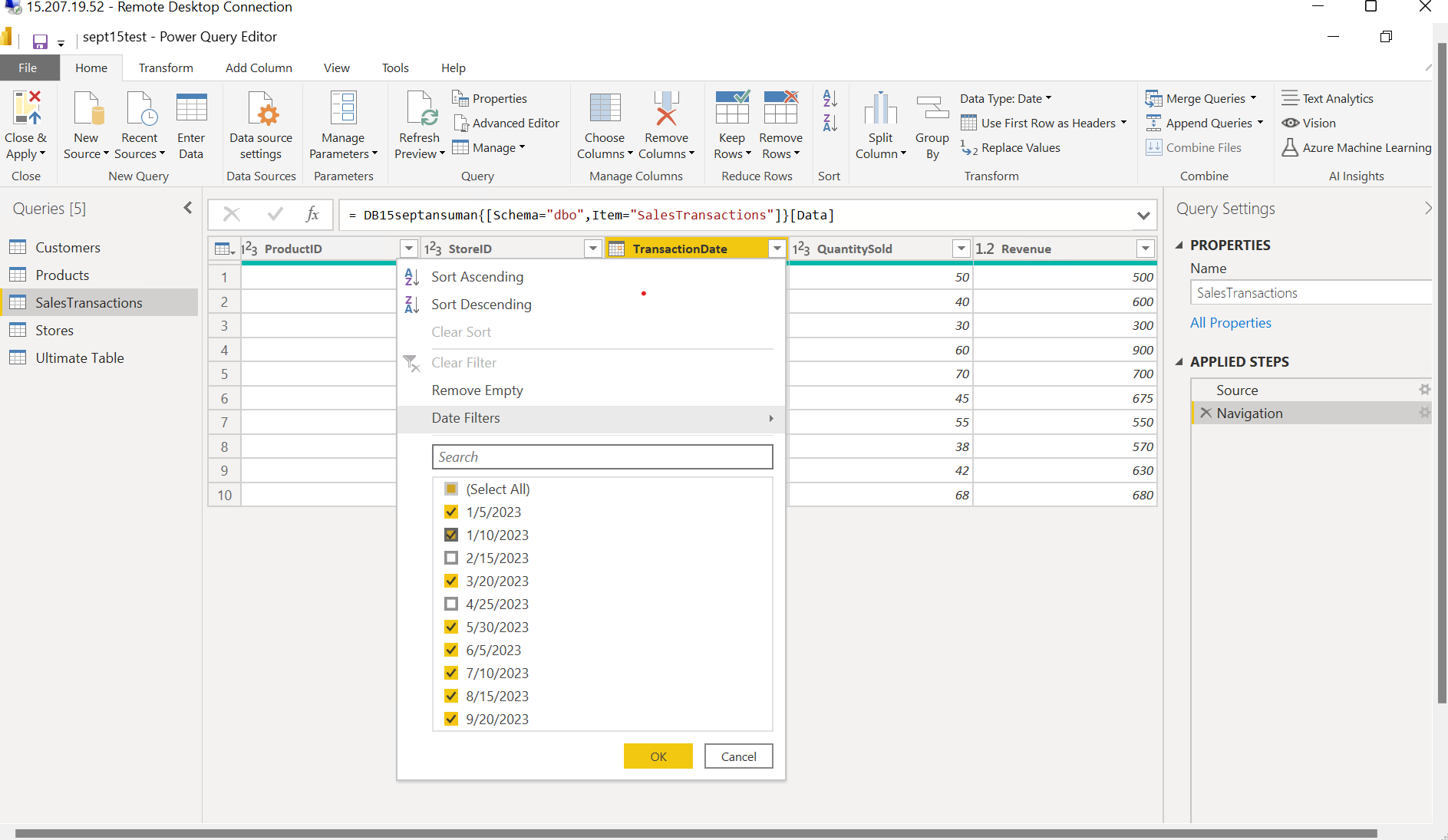
Removing ( ) from phone number

A screenshot of a computer

Description automatically generated

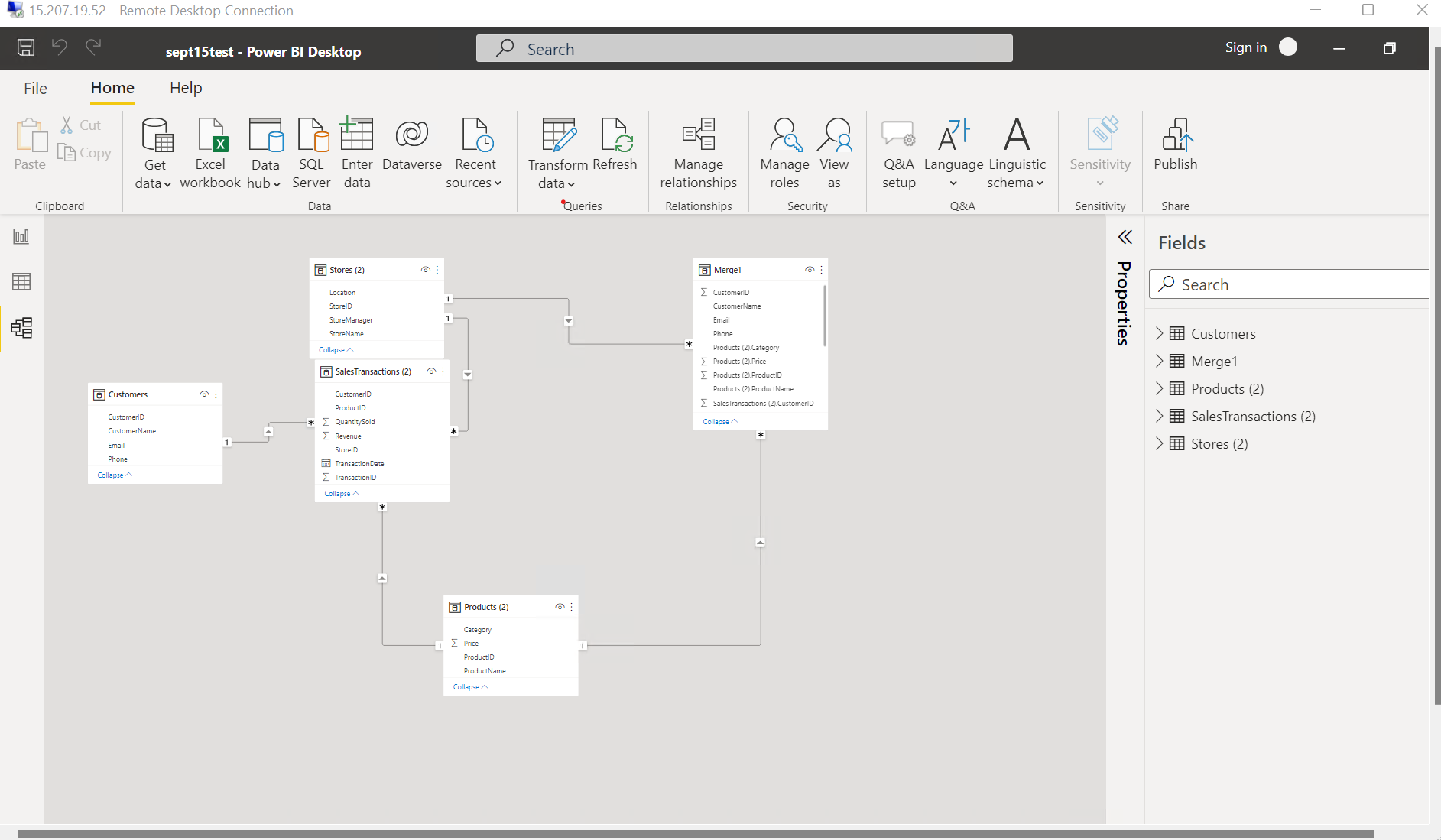
FILTERING DATA

Filtering based on Transaction data



REQUIREMENT 3:

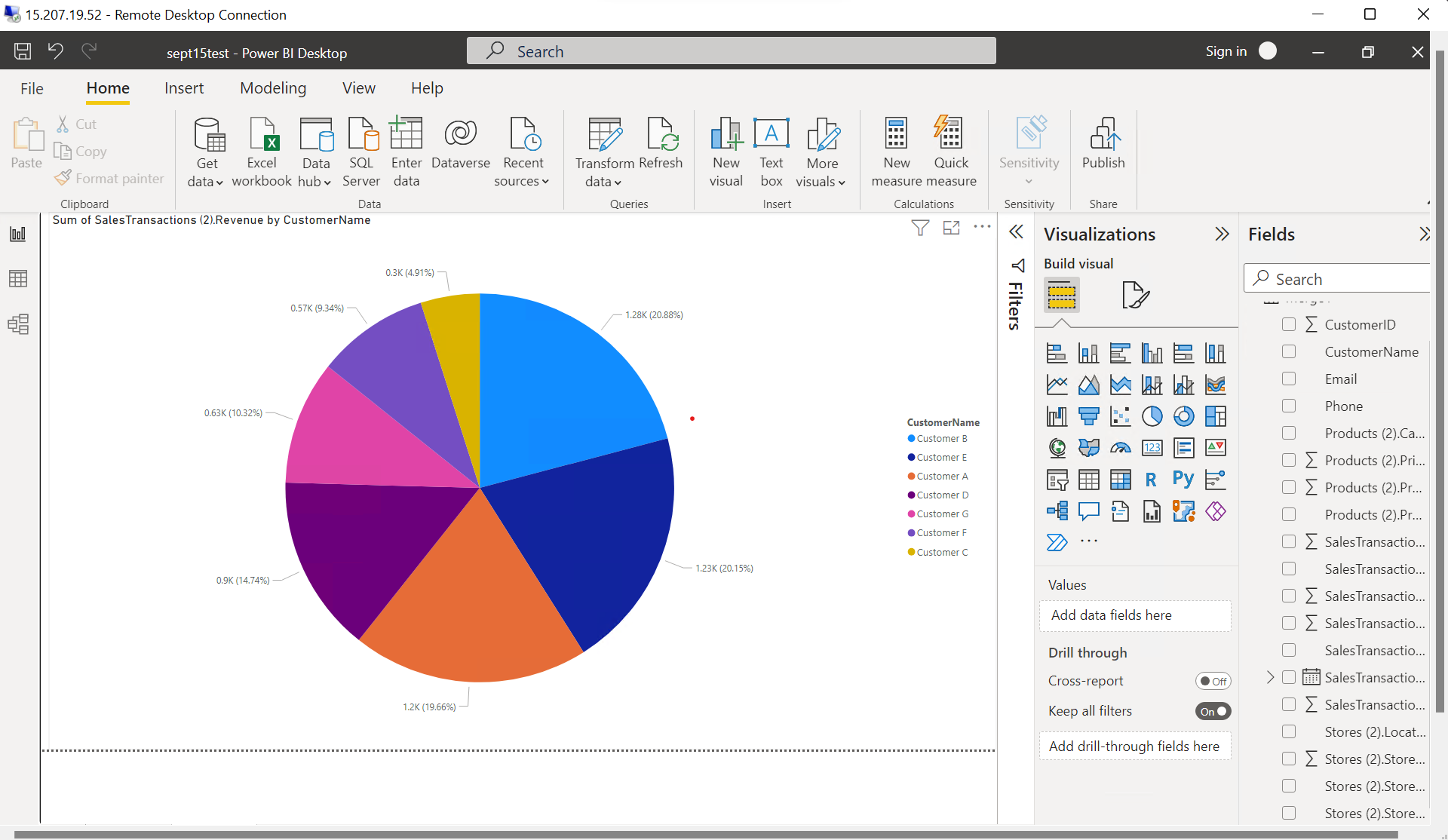
CREATING RELATIONSHIP AND HIERARCHY

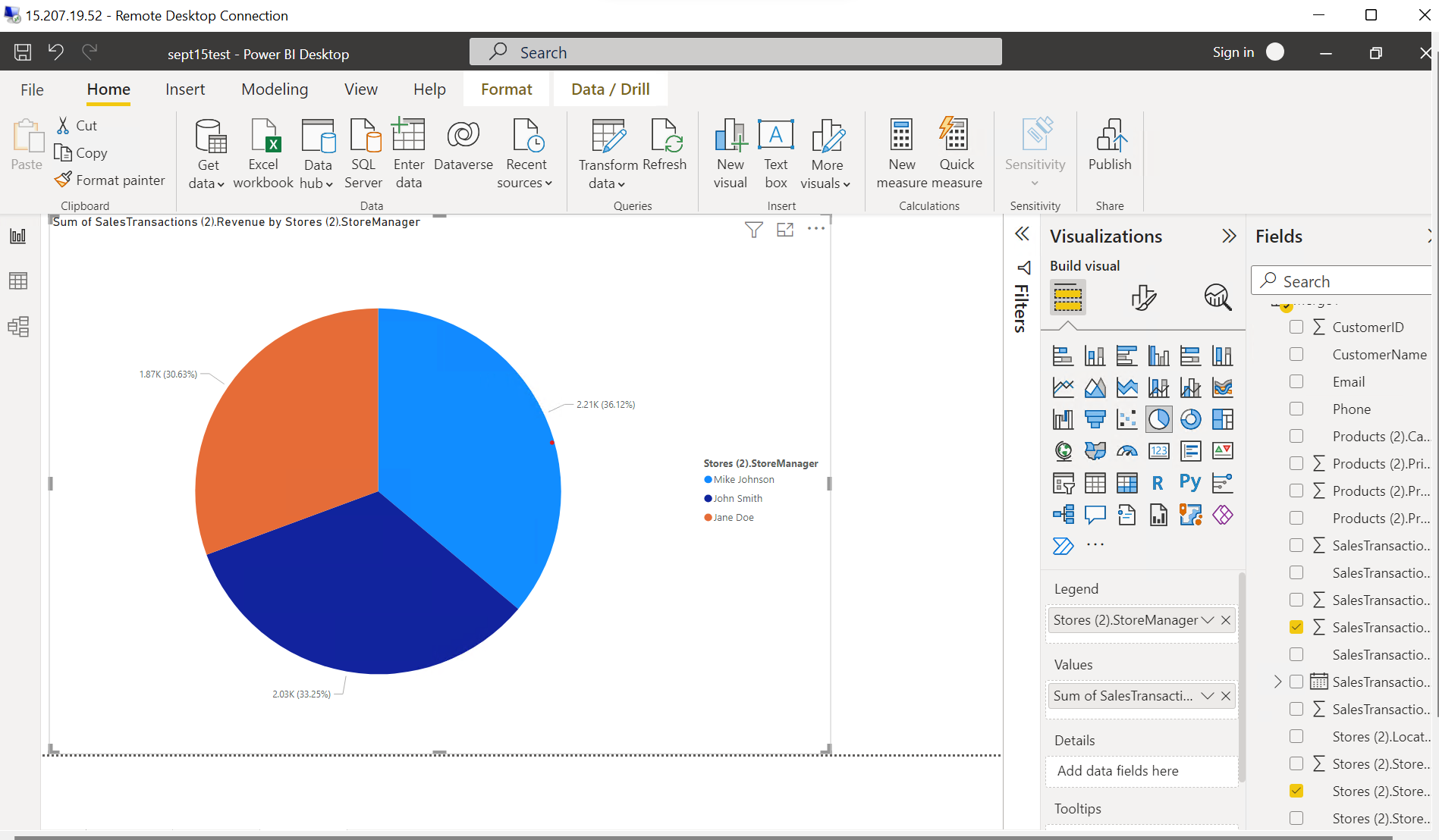


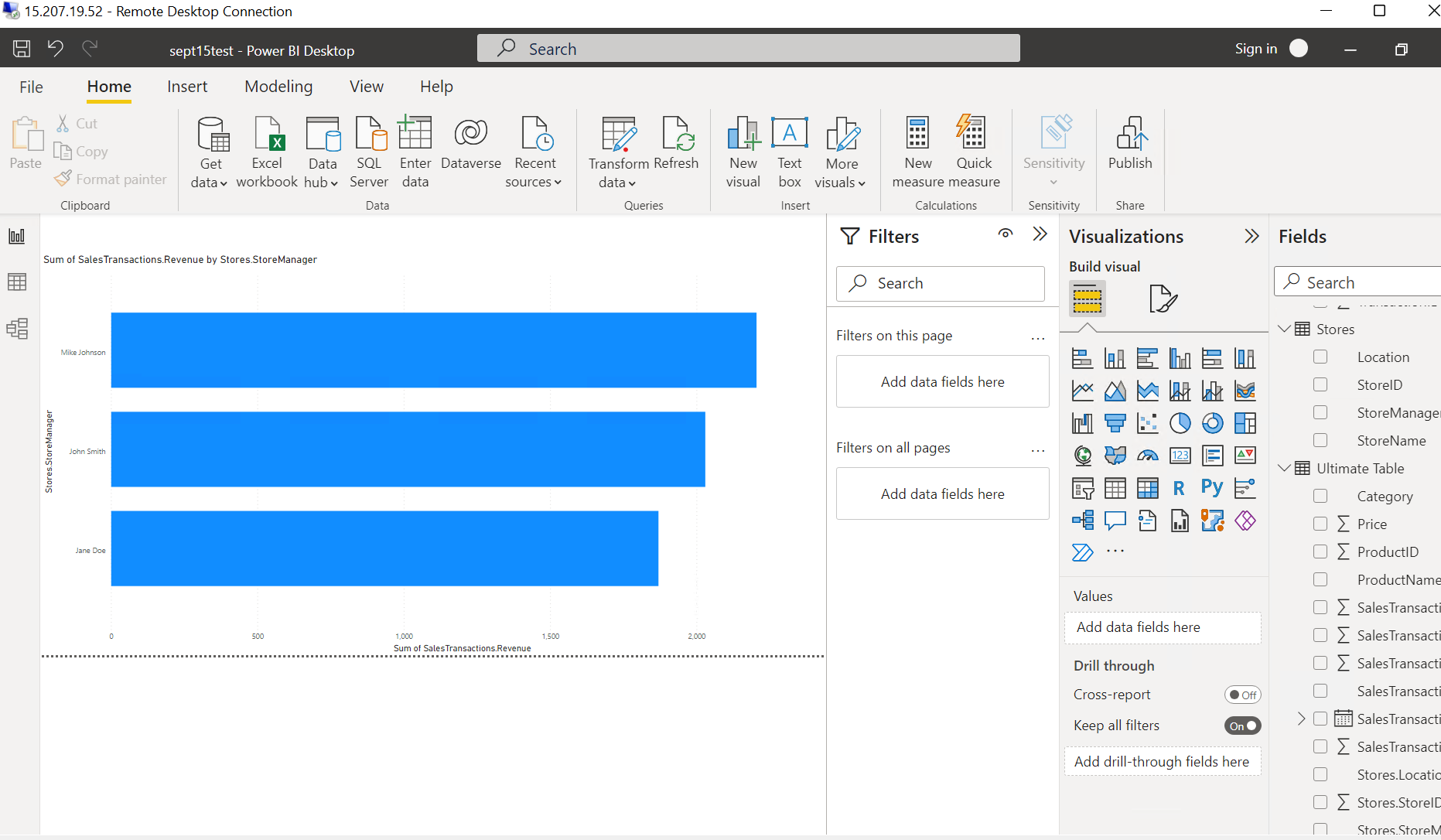
REQUIREMENT 4:

1. Who are the top-spending customers based on their total purchase amount?

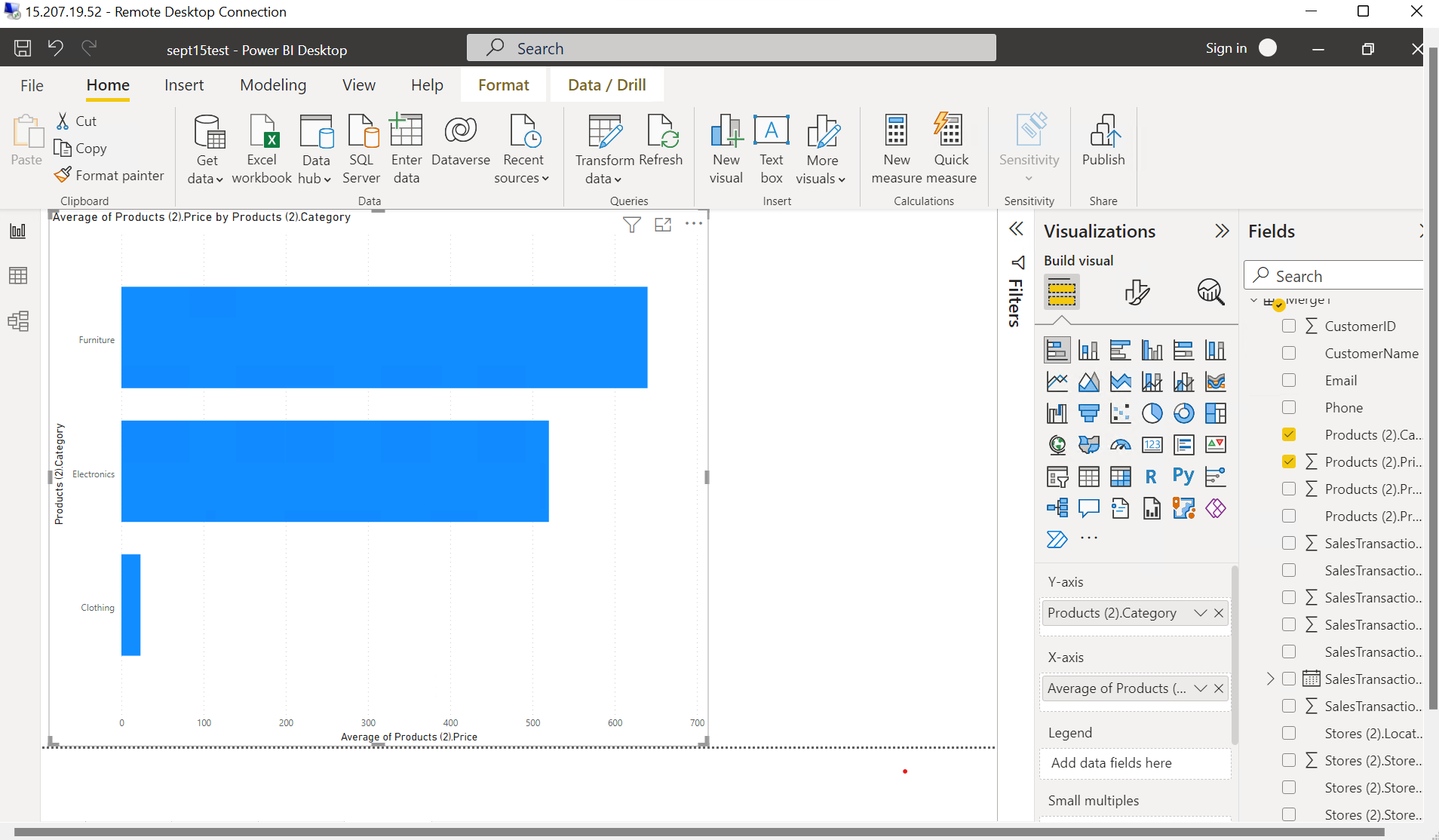
Customer B and Customer E

2. How is sales revenue distributed among different store managers?

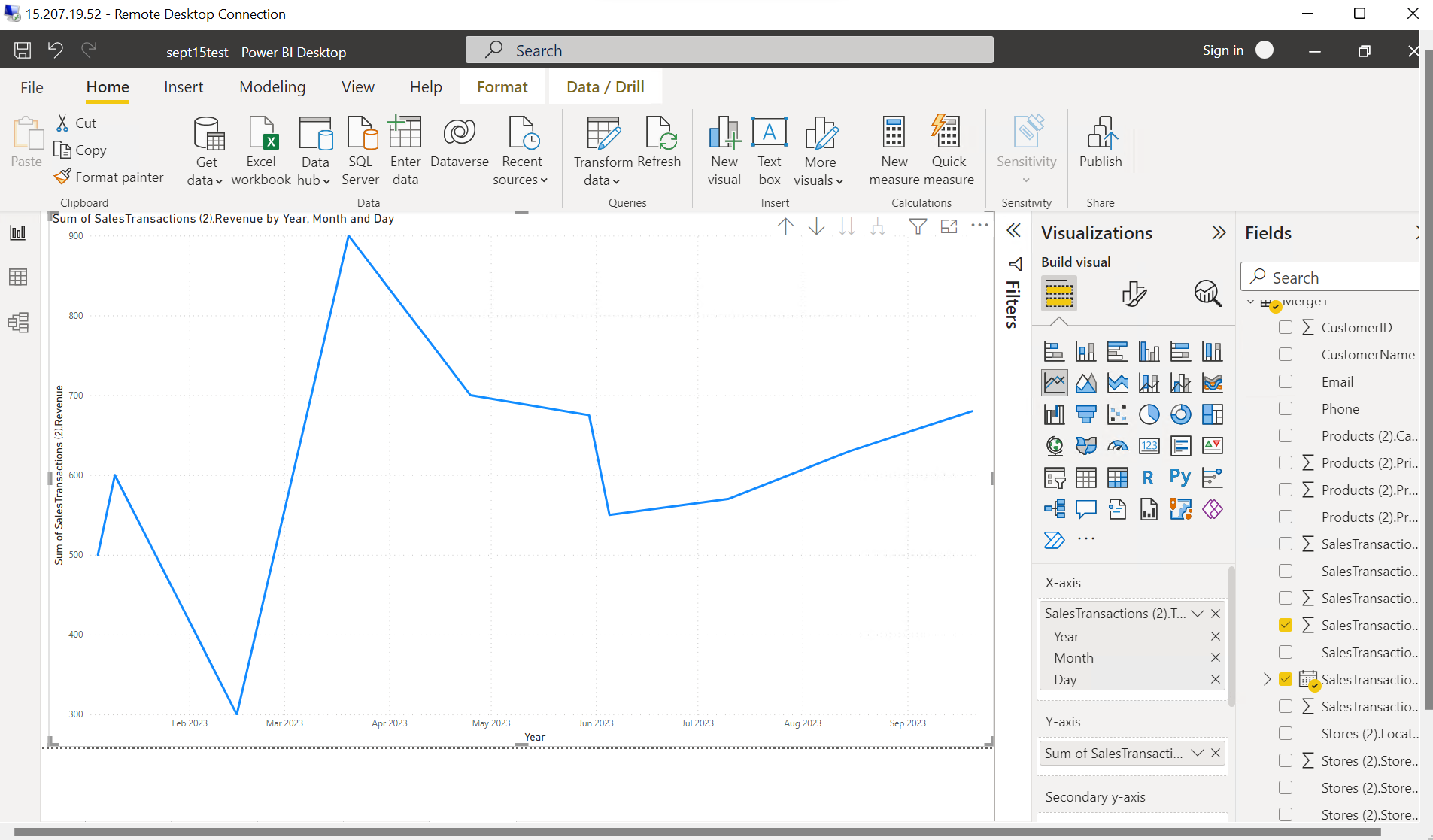




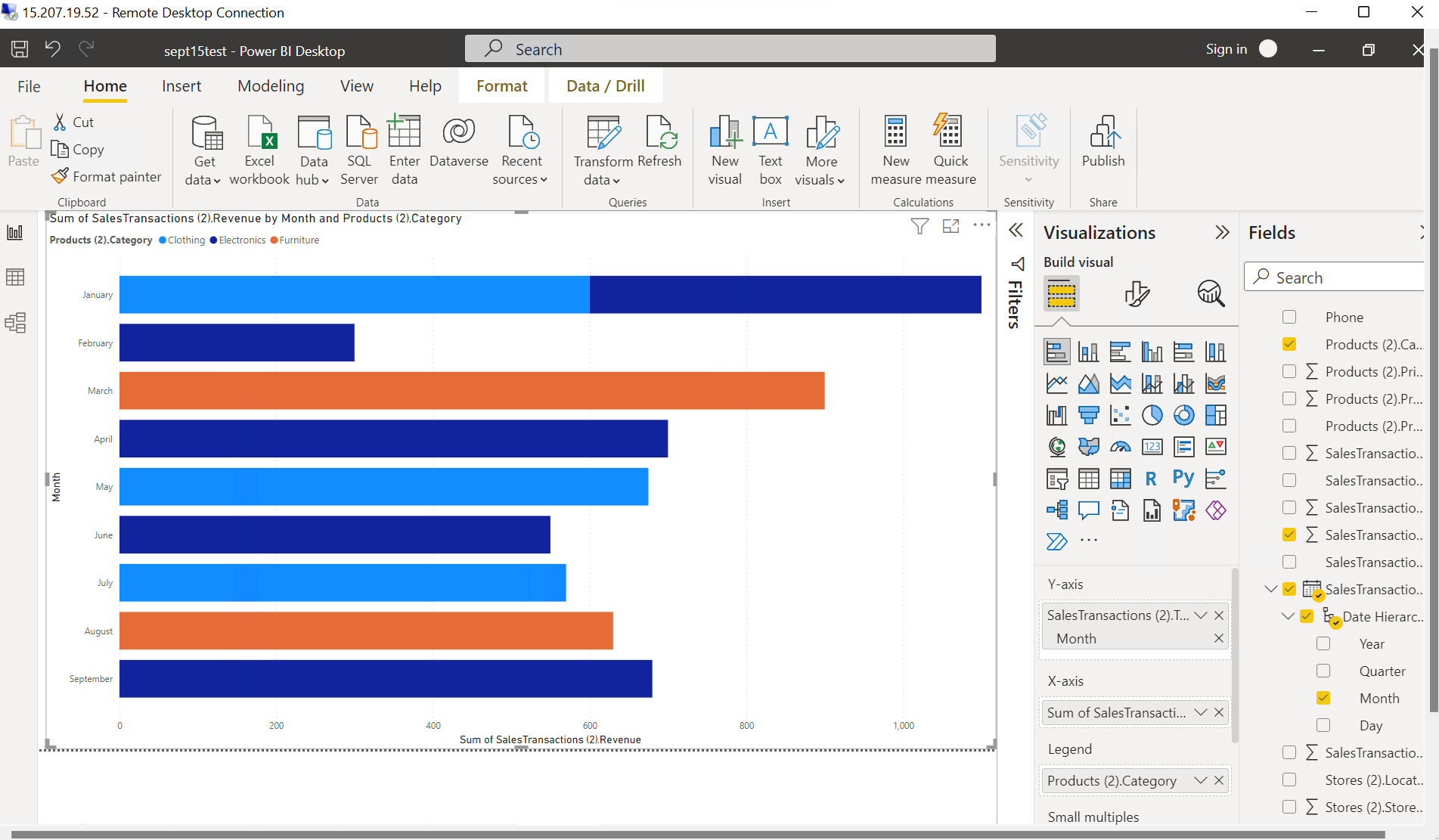
3. Average price of products in each Category



4. Are there specific days of the week when sales are higher?



5. How do sales trends vary by product category on a monthly basis?



6.

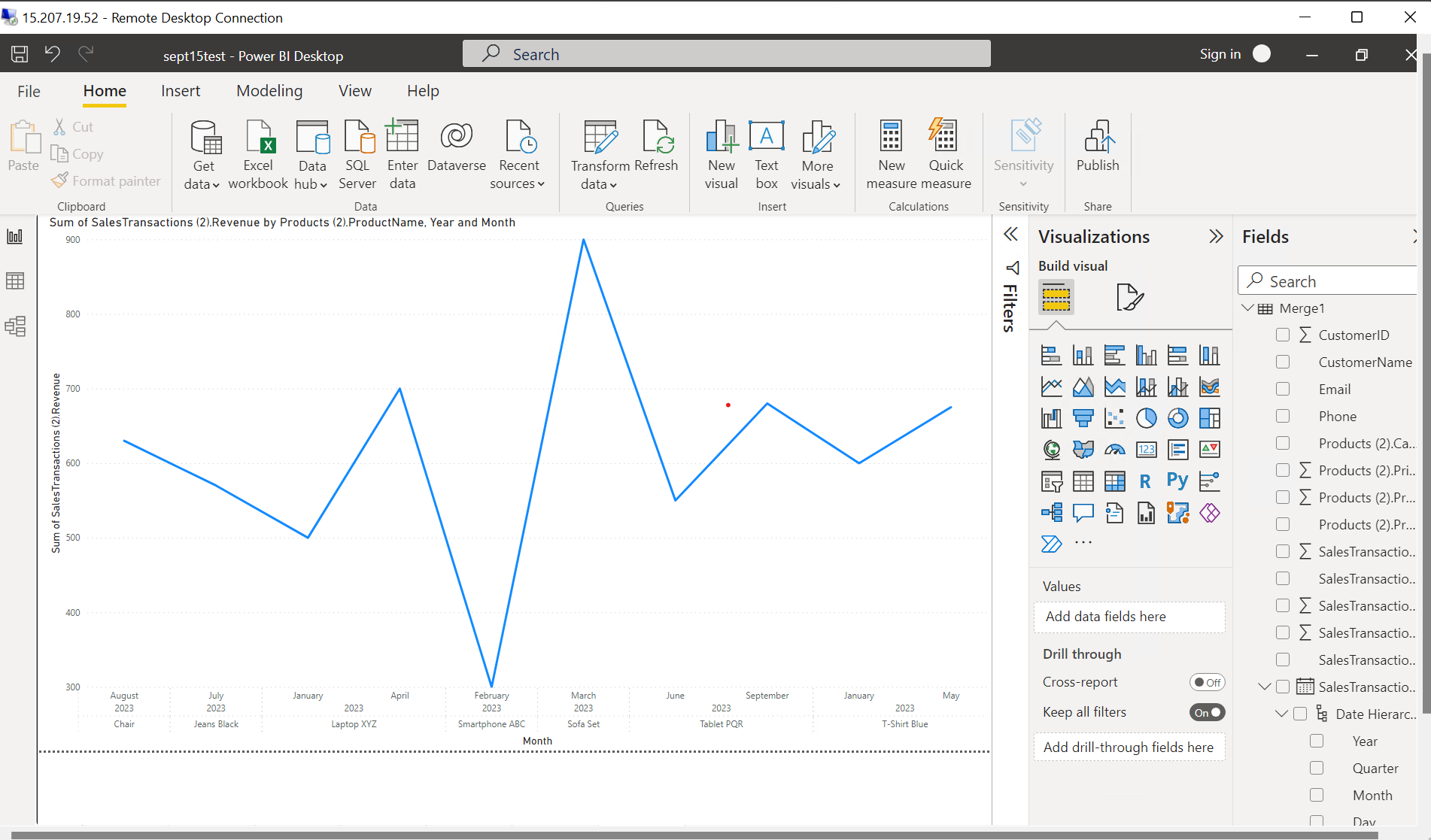
7.

8. Which product categories perform best at each store location?

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Description automatically generated

9. Are there any seasonal patterns or trends in sales for specific products or categories?



* Laptop sales increases from Jan to April
* Smartphones experience a stiff rise from Feb to March
* T shirt and Tablets gets a slight Increase

REQUIREMENT 5:

