

# PROJECT SUMMARY

## 1. Introduction

This project is divided into two parts, focusing on analyzing business data using Power BI to deliver insights on account distribution, industry profitability, and market values across countries.

## Part 1: Account Data Analysis

### Objective:

To import, transform, and analyze account data to generate insights on account distribution and account holder demographics by country.

### Steps Taken:

#### 1. Data Import and Transformation

- Imported and transformed the “Account” sheet from the Business data file in Power BI.

#### 2. Data Analysis & Visualization

- Tabular Analysis:** Represented the total count of account numbers by country.
- Country-wise Names:** Displayed account holders' names organized by country.
- Filter Setup:** Added a country-based slicer for easy filtering.
- Specific Country View:** Focused on data from India, Brazil, Greece, and France.

#### 3. Final Deliverables

- Saved the Power BI file with all transformations.
- Documented each visualization with screenshots.

Country	
Brazil	Canada
China	
Denmark	France
Germany	
Ghana	Greece
India	

Country	Count of Account Number
Brazil	10
France	5
Greece	9
India	9
Total	33

Country	Account Name
Brazil	Batz, Lesch and Wiza
Brazil	Fay Inc
Brazil	Kuhic, Torphy and Hudson
Brazil	Lebsack, Block and Hudson
Brazil	O'Hara-Rodriguez
Brazil	Schaefer, Gusikowski and Torp
Brazil	Schmeler-Bartell
Brazil	Swift Inc
Brazil	Torphy-Stoltenberg
Brazil	Ziemann-Senger
France	Erdman and Sons
France	Franecki, Wisozk and O'Connell
France	Nolan, Miller and Windler
France	Schneider-Moen
France	Stamm, Kirlin and Streich
Greece	Blick-Ernser
Greece	D'Amore, Dickinson and Botsford
Greece	Gleichner-Christiansen
Greece	Hammes, Will and Beer
Greece	Klocko-Schinner
Greece	Koelpin-McKenzie
Greece	Lang-Gerhold
Greece	Schamberger, Deckow and Johns
Greece	Waters, Osinski and Runte
India	Goldner Inc

## Part 2: Industry and Opportunities Data Analysis

### Objective:

To import, transform, and analyze data on industries and opportunities to assess country-wise industry profitability and market presence.

### Steps Taken:

#### 1. Data Import and Transformation

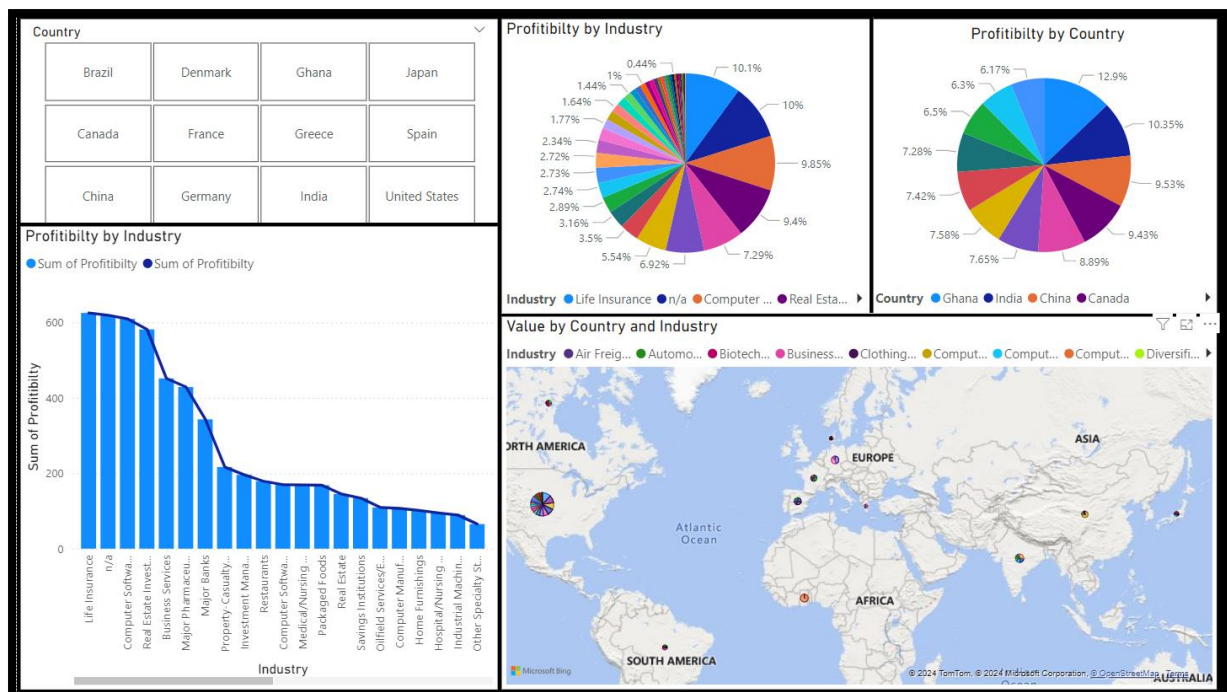
- Imported additional sheets, including "Accounts," "Industry," and "Opportunities."

#### 2. Data Analysis & Visualization

- Industry Profitability:** Analyzed industry and average profitability margin (%) by country with filtering options.
- Profitability by Industry (Pie Chart):** Created a pie chart to show profitability percentage by industry with customizable country filters.
- Trend Analysis:** Displayed industry-wise profitability trends using a line and stacked column chart.
- Geographic Market Analysis:** Mapped country-wise industry market values and presence using a map chart.

#### 3. Final Deliverables

- Saved the Power BI file with all additional insights.
- Documented the analysis with screenshots for each visualization.



### Conclusion

The project involved a comprehensive analysis using Power BI, covering account distribution and industry profitability across different countries. The insights gained can assist in strategic planning, understanding market dynamics, and identifying potential areas for business expansion or optimization.