

# Data Processing in Excel

## 1. Selling Price Calculation:

- The selling price for each product was calculated by increasing the original cost by 1.5%.
- **Formula:**  $\text{Selling Price} = \text{Original Cost} * 1.015$

## 2. Total Revenue Calculation:

- Total revenue was determined by multiplying the selling price by the quantity sold.
- **Formula:**  $\text{Total Revenue} = \text{Selling Price} * \text{Quantity Sold}$

## 3. Total Profit Calculation:

- Total profit was computed by subtracting the total cost from the total revenue.
- **Formula:**  $\text{Total Profit} = \text{Total Revenue} - \text{Total Cost}$

# Visualisation in Power BI

Power BI was employed to visualise the processed data for root cause analysis:

## 1. Key Metrics Display:

- **Quantity Sold:** Shows the total number of units sold.
- **Total Revenue:** Displays the total income generated from sales.
- **Total Profit:** Represents the net profit after subtracting costs from revenue.
- **Charts Used:** Card Visuals

## 2. Revenue Breakdown:

- Visualisations included a breakdown of revenue by categories (e.g., Electronics, Furniture, Office Supplies) and subcategories (e.g., Laptops, Monitors, TV).
- Detailed product-level revenue within subcategories for granular insights.
- **Charts Used:** Tree Map Chart

## 3. Customer Revenue Analysis:

- A bar chart was used to show the total revenue contributed by each customer, helping identify key customers.
- **Charts Used:** Bar Chart