

Power BI Assignment Topic: Segment Analysis – Sales and Profit

Objective: Compare the Consumer, Corporate, and Home Office segments to identify which segment brings the highest sales and which one has the lowest profit.

Step 1: Load Data 1. Open Power BI Desktop. 2. Click Get Data → Excel/CSV → Select the Sample Superstore dataset. 3. Load the dataset.

Step 2: Create a Chart for Segment Analysis 1. Go to the Visualizations pane → select Clustered Column Chart. 2. Drag fields as follows: - Axis: Segment - Values: Sales (for the first chart), Profit (for the second chart)

Step 3: Analyze the Segments 1. For Sales: - Observe the height of each column representing total sales per Segment. 2. For Profit: - Observe the height of each column representing total profit per Segment.

✓ Solution: - Based on the Sample Superstore dataset: - **Highest Sales Segment:** Consumer - **Lowest Profit Segment:** Home Office

Step 4: Optional – Add Data Labels - Turn on Data Labels in the Format pane to show exact sales and profit values per Segment.

Deliverables: - Clustered Column Charts showing Sales and Profit by Segment. - Highlight or note the segment with the highest sales and the one with the lowest profit.

End of Assignment.