

The Brief

Congratulations to our Power BI Team, your excellent work in Challenge 20 has earned more trust from stakeholders. **Enterprise DNA** in collaboration with **Funnel**, would borrow your talent now!

Enterprise DNA mission is to empower Power BI and Power Platform users to change their world. Its YouTube channel comprehensively covers how to utilize all areas of Power BI and the Power Platform to unleash powerful analytical insights from your data.

Funnel, funnel.io, is a fast-growing tech company within digital marketing. With a focus on non-technical users, it builds a new generation of Software as a Service (SaaS) that helps their customers draw spot-on conclusions from their business data.

Enterprise DNA provides its YouTube channel data now. The objective is to understand its audience better and have a further strategy to drive more channel engagement. This is an Exploratory Data Analysis (EDA), feel free to explore the dataset and let us know what you can find and what you think are the most important aspect of your findings.

About the dataset

One Excel Workbook - YouTube Channel data

Data-dictionary

Brief in PDF format

Important Read!!

From Enterprise DNA CEO – Sam McKay

Thank you for engaging in this project with us. We have provided you with a real sample data exported from Funnel.

Our project start date is **11/07/2022** and your final reports must be submitted by the **11/08/2022 at 23:59 UK Time (GMT+1)**.

Report Developer Role

It is your job as an analyst to prepare an **exploratory analysis report** about EDNA YouTube Channel growth!

Your report, due to remote work and Enterprise DNA wanting its employees being able to view reports via mobile phone, **must include a Power BI mobile layout view**.

Reports are not limited by the number of pages or techniques. Feel free to use all the techniques at your disposal – tooltips, drill throughs, page navigations, etc.

Submission of entries

To be considered within the competition, entries are due no later than **23:59 UK Time (GMT+1) Thursday, August 11, 2022.**

If you are not already following Enterprise DNA on LinkedIn, please do so and join our challenge group at

<https://www.linkedin.com/groups/14069197/>

How to submit:

Email the completed PBIX file to

powerbichallenge@enterprisedna.co

federico.pastor@enterprisedna.co

Take an image of your report and post it to the Enterprise Challenges Group

<https://www.linkedin.com/groups/14069197/>

If you are a platform member, take an image and the "Publish to Web URL" of your report, then post them to the Enterprise DNA forum. If you are not a member of Enterprise DNA learning platform do the same in the Enterprise DNA Challenges Group.

Take the image plus URL and post them on LinkedIn tagging Enterprise DNA to say, "**I accepted the Enterprise DNA challenge.**". Please use the following tags.

#EDNADataChallenge & #EDNAYoutubeVideosReporting

We always encourage all participants to do a brief description of how they approach the project and share their experience of participating in the challenge and sharing it on the forum/social media.

If you need any help with publishing, please reach out to one of the team for assistance, post in the forum/LinkedIn group or email to federico.pastor@enterprisedna.co

Conclusion

A great opportunity to learn a valuable skill of being able to produce and calculate Production and Forecast Reports within Power BI.

The techniques covered here are massively reusable across the board.

Any issues or questions, please reach out.

Federico Pastor
Enterprise DNA