Report Preparation

Objective

Analyze the provided dataset to identify key sales insights such as trends, regional performance, and product category contributions.

Tools

Steps in Power BI

1. Data Import and Cleaning

1. Import the Dataset:
2. Open Power BI Desktop.

Click on Get Data > Text/CSV and load the dataset.

2. Data Cleaning:

Open the Power Query Editor.

Check for missing or inconsistent values:

Replace blank cells in critical columns (like Order Date, Region, Sales, etc.) or remove rows with incomplete data.

Remove duplicates by selecting all columns, right-clicking, and choosing Remove Duplicates.

Ensure the Order Date column is in the Date format:

Select the column > Transform > Data Type > Date.

Apply changes and close Power Query Editor.

2. Data Exploration

Calculated Measures

Create the following measures in Power BI:

Total Sales:

Total Sales = SUM(SalesData[Sales])

Total Profit:

Total Profit = SUM(SalesData[Profit])

Average Sales per Order:

Average Sales per Order = AVERAGE(SalesData[Sales])

Average Profit per Order:

Average Profit per Order = AVERAGE(SalesData[Profit])

Total Sales by Region: Use the Region column and the Total Sales measure to analyze sales performance by region.

Insights to Extract

Regional Insights: Use measures to determine sales and profit per region.

Category Insights: Identify which product category (Electronics, Furniture, Office Supplies) contributes the most to sales and profit.

3. Visualization in Power BI

Visualizations to Create

1. Bar Chart: Total Sales by Region
2. Axis: Region
3. Value: Total Sales

Customize colors and labels for clarity.

2. Pie Chart: Contribution of Each Product Category to Total Sales

Legend: Category

Value: Total Sales

Add data labels to show percentages.

3. Line Chart: Sales Trends Over Time

Axis: Order Date

Value: Total Sales

Show the trend of sales across different dates.