Caio Analyst

Data Analysis and Insight Development Plan.

Step 1 - Objective Definition

The purpose of this project is to extract information about sales, cost, profit margin and KPI data. The questions below must be answered:

1 – Value sold by manufacturer.

2 – Amount sold by segment.

3 – Value sold by category.

4 – Sales value by category and store

5 – Sale value by state and seller

Step 2 - Data Collection and Extraction The data is available in a CSV format file, the data has been loaded directly into Power BI.

Step 3 - Choice of Tools For this work, Power BI was used since the data is structured and available in an xlsx file.

Step 4 - Application of Analysis Techniques To answer business questions we will use DAX functions and calculate mean and standard deviation to account for variability in the data.

Step 5 - Delivery of Results A Power BI Desktop report will be delivered with the appropriate charts and/or tables to answer the questions.