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- What was the total sales value considering each order shipping method? use a waterfall chart.

2- Which markets had the highest average shipping cost for products sold? use a treemap chart.

3- The company aims (goal) to maintain an average of 350 for the sale value every month. Show an indicator (KPI – Key Performance Indicator) with the value average sale. Was the company below or above the target in April/2014?

4- Consider that the profit is equivalent to: sale value - shipping cost. which category of product had higher average profit.

5- What was the behavior of the profit margin over time? consider the profit margin as profit divided by sales value.

Step 2 - Data Collection and Extraction

The data is available in four files in CSV format, 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 a CSV 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.