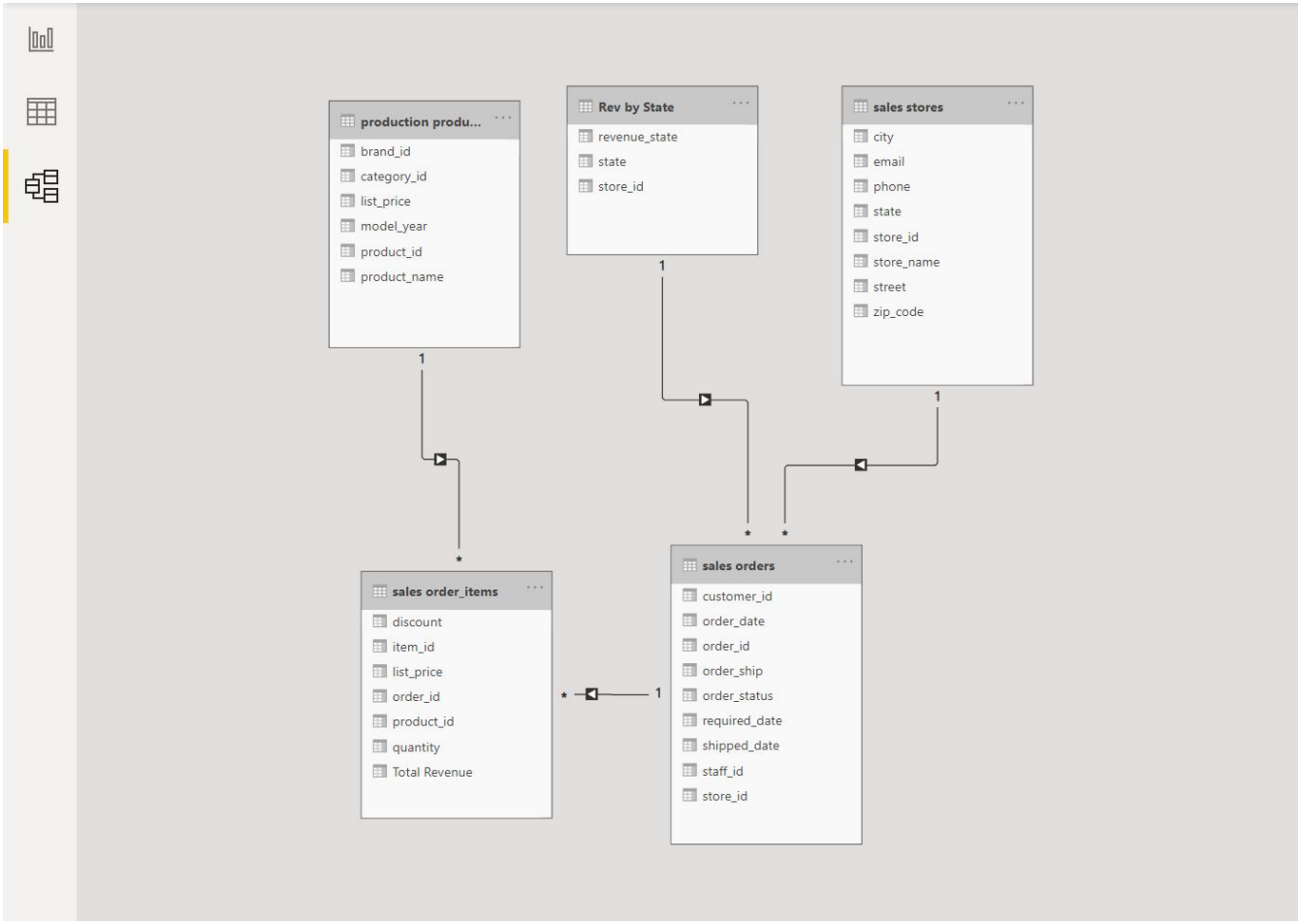


This was the table schema I used within Power BI. The top three were used as lookup tables, whereas the bottom two were used as data tables, all interconnected.

I used a Direct Query from my SQL Server database to get the 'Rev by State' table. The following syntax was used.

```
SELECT so.store_id, state, SUM(quantity * list_price * (1 - discount)) AS revenue_state
FROM sales.order_items AS soi
INNER JOIN sales.orders AS so
ON soi.order_id = so.order_id
INNER JOIN sales.stores AS ss
ON ss.store_id = so.store_id
GROUP BY state, so.store_id
```

Since that table was newly created, I had to manually create the relationship between store_id with the sales.orders table in Power BI in order for the final report to be interactive.


I also used DAX to create a measure for the total revenue. The code followed was used.

```
Total Revenue = [quantity] * [list_price] * (1-[discount])
```

The following suggestions can be made to BikeStores to improve company financials.

- Market products and have frequent sales in Texas stores, as their state revenue only makes up about 11% of nationwide revenue.
- Reach out to bike suppliers to bring in more older products, as the top 10 nationwide bestsellers all had a model year of 2016.
- Lower price of 2018 bikes. Total revenue in 2018 was only $600k different than 2016, and there were 75% less bikes sold during 2018.