



PowerBI Final Project

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1.1 BUSINESS BACKGROUND

The retail store that sells its products all over the world.

To be successful in this deal it should very responsibly approach this case and learn a lot of factors. First of all it can be done by collecting product sales information and analyzing the one using special tools.

1.2 PROBLEMS BECAUSE OF POOR DATA MANAGEMENT

Poor data management slows down business growth and doesn't allow all to make right data-driven decisions. If you don't use instruments which can give you information for analysis and which can help you to come up with a business strategy you won't be competitive in this or that field.

Poor data integration. It's important to realize that data quality may vary dramatically across all the systems you are pulling data from. Simms points out that duplicate data is an important challenge to face as these duplicates will skew any analysis.

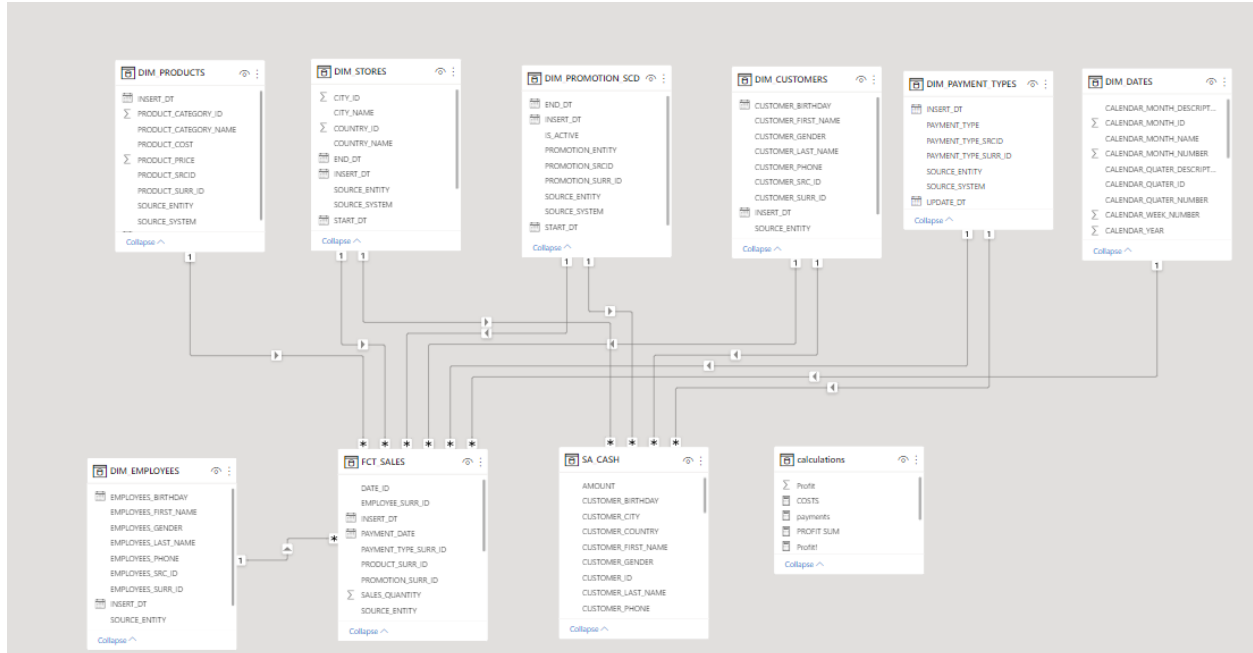
1.3 BENEFITS FROM IMPLEMENTING A DATA REPORT

Bringing together reliable data for analyzing purposes will allow innovative solutions. Questions that can be covered while doing report:

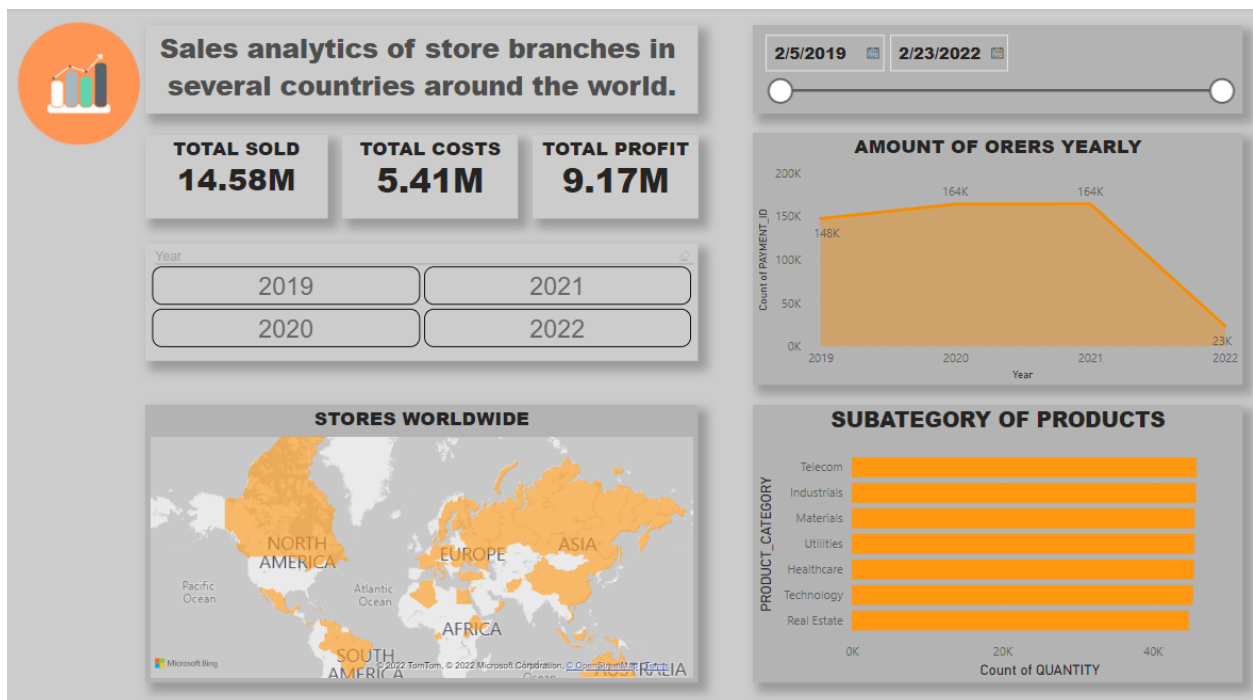
- What is total profit worldwide?
- Which categories have the highest sales?
- What is the profit ratio?

2 REPORT CREATION

Screenshot of tables is below.



Initial report contains 2 pages First one provides you with info on world map coverage, top 7 subcategories of products and amount of orders.



Second page shows Ratio between genders, amount of orders per month - that can be changed to category distribution by clicking on “category” button.

