



Task 1

- 1.What are the unique number of transactions of each customer?
- 2.What varieties of products, what are the unique products that each customer buys?
- 3.Who are our top-10 customers?
- 4.The company wants to know which customer group is contributing more to revenue. Group the customers into Top-200,Top-500 and others by sales.
- 5.Visualize the budget vs revenue in a well understandable chart.
- 6.Create a page overview that the end users can quickly spot relevant information on the dashboard.
- 7.What are the top-10 locations, create a map that displayed each locations base on sales and other KPI's.
- 8.Create a Simple navigation for all the pages.

Task 2

Create a deep insight on customers' orders, like: the shipping and the delivery status plus sales channel

Task 3

- 1.Removing un-used columns
- 2.Date table in Power Query
- 3.Data modelling or Star schema
- 4.Writing DAX
- 5.Creating a supporting table
- 6.Custom Dashboard Template
- 7.Splitting Columns
- 8.Proper alignment

Customer Analysis Dashboard



50
Customers



7,991
Transactions

All Customers Unique Transactions and Last Purchasing Date & Days

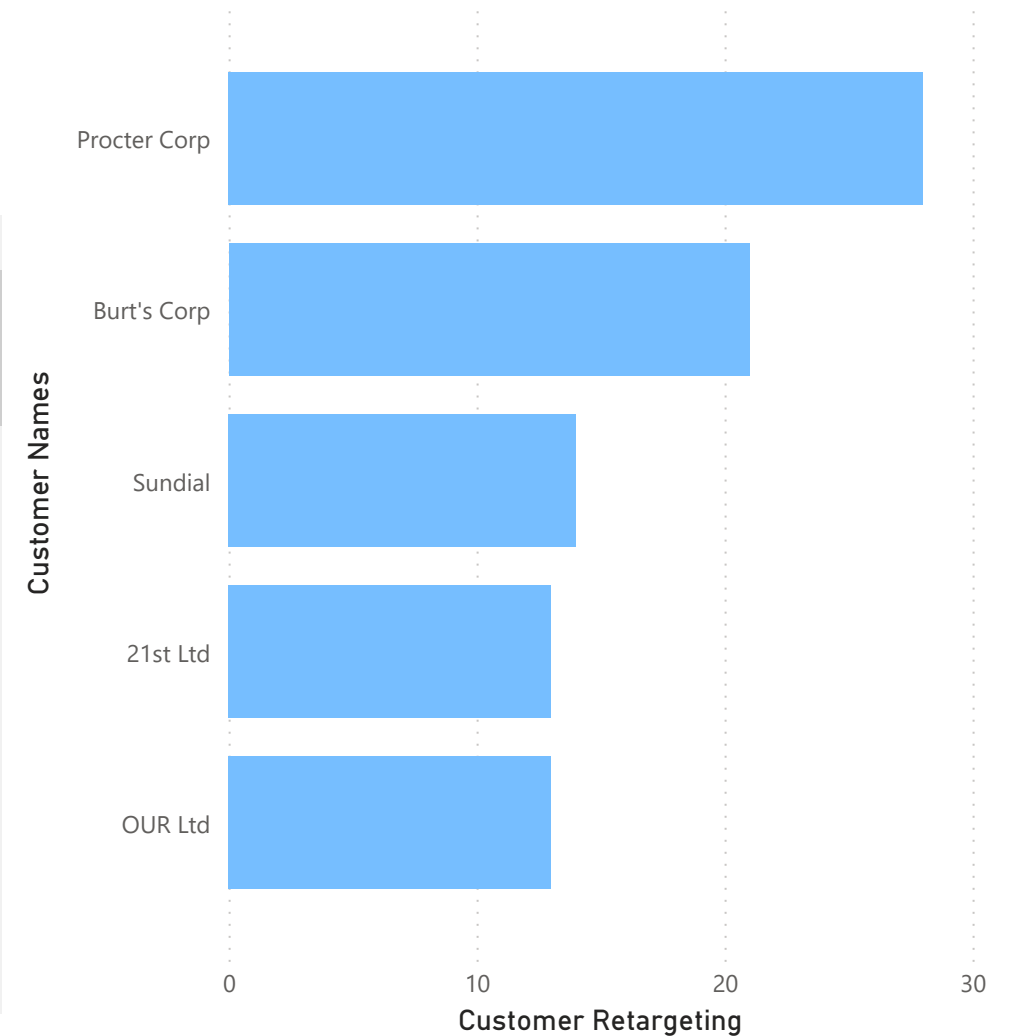
Customer Names	Transaction	Last Purchase date	Days SinceLP
Medline	210	12/29/20	1
Eminence Corp	186	12/26/20	4
Elorac, Corp	181	12/22/20	8
Apotheca, Ltd	179	12/30/20	0
Apollo Ltd	178	12/26/20	4
OUR Ltd	176	12/17/20	13
Victory Ltd	176	12/28/20	2
Pure Group	175	12/26/20	4
OHTA'S Corp	173	12/30/20	0
Fenwal, Corp	172	12/22/20	8
Ei	171	12/24/20	6

Year
All



Customers Re-targeting

Customer Retargeting by Customer Names



Transaction Analysis Dashboard

Product Name

All

Years

All



Early Shipping had the highest Total orders at **14382**, followed by **Very late Shipping** at **10759**. **61%** of customers purchases were **shipped later**, while only **39%** were shipped to the **buyers earlier**. In the process ,we have **30% quick delivery** and **70%** of the products got **delivered lately** to the customers .



Quantity Order

36K



Gross Revenue

₱73M

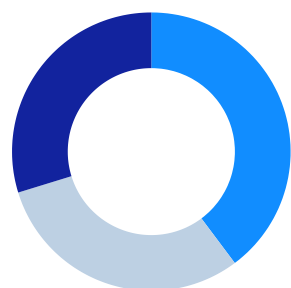


Gross Profit

₱21M

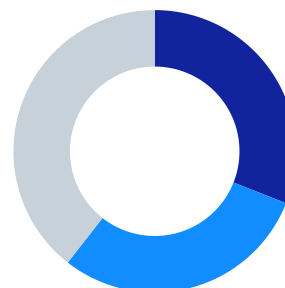
Order Details by quantity ordered plus other important details

Shipping Status



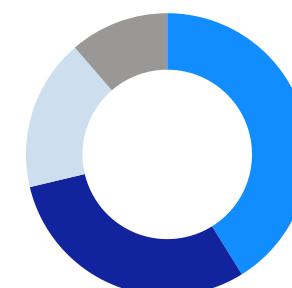
■	Late Shipping	10,759
■	Early Shipping	14,382
■	Very Late Shipping	11,021

Delivery Status



■	Late Delivery	11,211
■	Quick Delivery	10,688
■	Very Late Delivery	14,263

Sales Channel



■	Online	10,897
■	Distributor	6,287
■	In-Store	14,878
■	Wholesale	4,100

Time Range Analysis Dashboard

Home 

Revenue by Quarterly Trend

Activate Mea... 

All 

Select Sales R... 

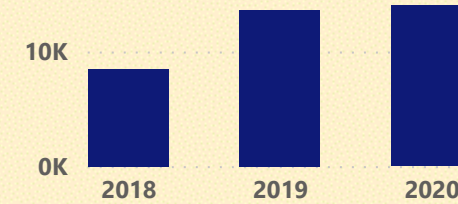
All 

Select store Locati... 

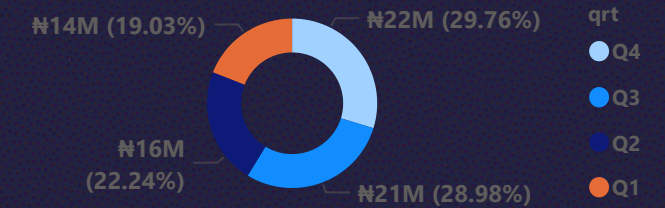
All 

Please select a single measure from active ...

Total Orders by Year



Total Revenue by qrt



Total COGS

₦52M

Gross Revenue

₦73M

Gross Profit

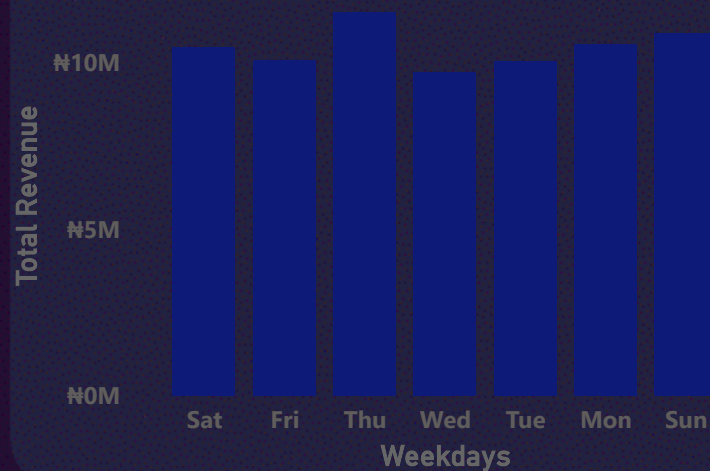
₦21M

Total average sales per day ~~₦~~ 77K

Products best selling days by average revenue

Product Name	AVG.Sale per Day	Best Selling days
Accessories	₦ 11,805	Sun
Rugs	₦ 11,391	Sun
Bathroom Furniture	₦ 11,142	Sun
Collectibles	₦ 10,968	Mon
Stemware	₦ 10,595	Thu
Blankets	₦ 10,583	Thu
Wardrobes	₦ 10,500	Thu
Floral	₦ 10,472	Sat
Table Lamps	₦ 10,403	Thu

Total Revenue by Weekdays



Total Orders by Year

