

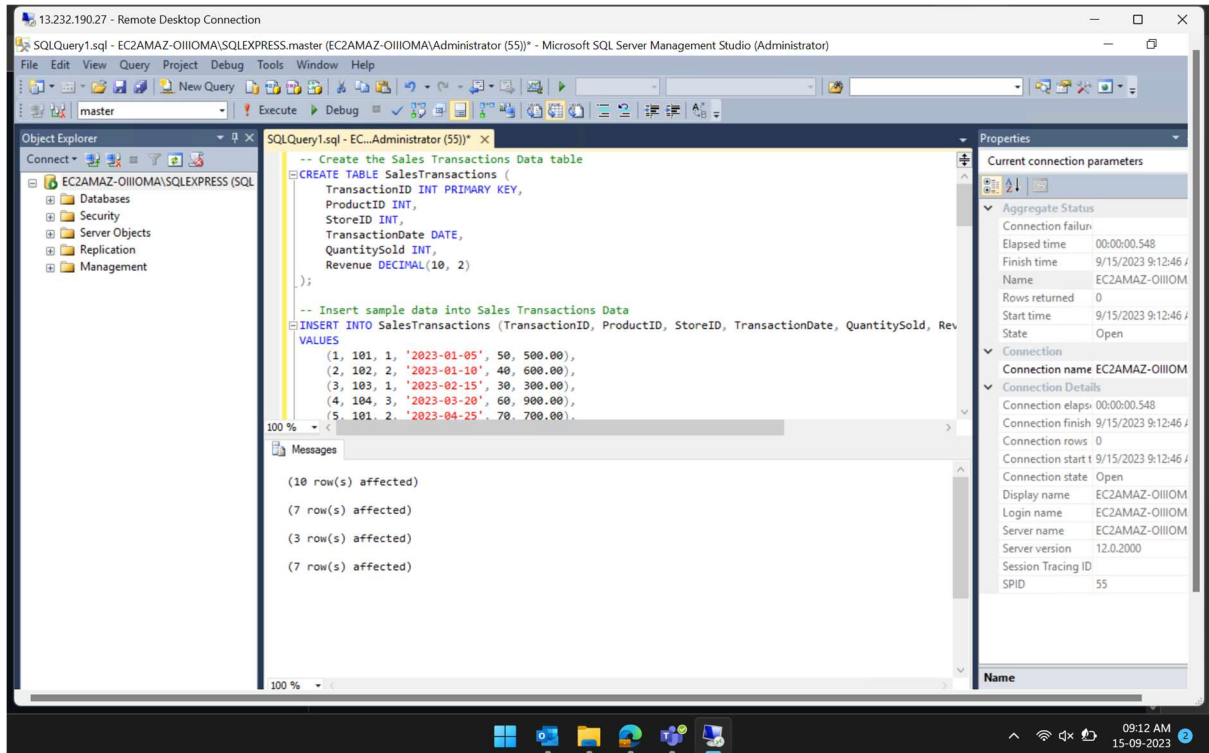
Power BI Assessment

Harsh Gaurav

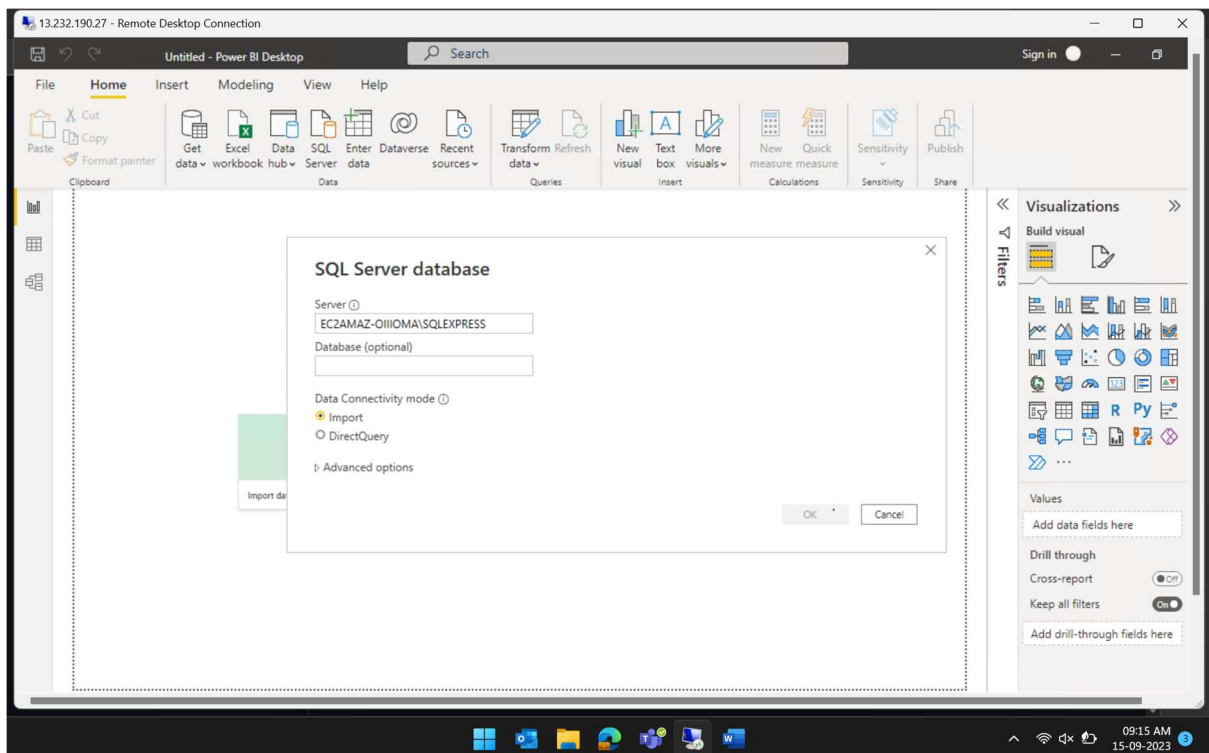
Batch: Shell7-SK-23-B4

Room no. 07

Executing Query in SQL Server Database 2014



Loading Data from SQL Server

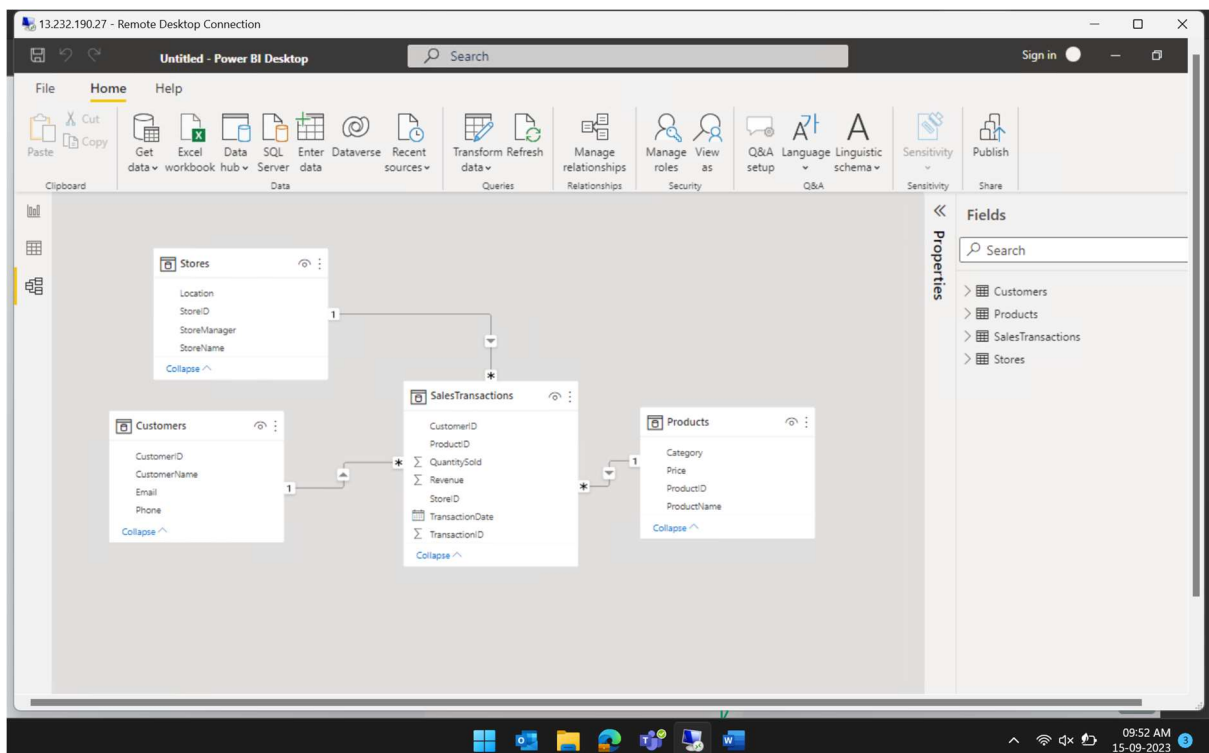


New database made and loaded

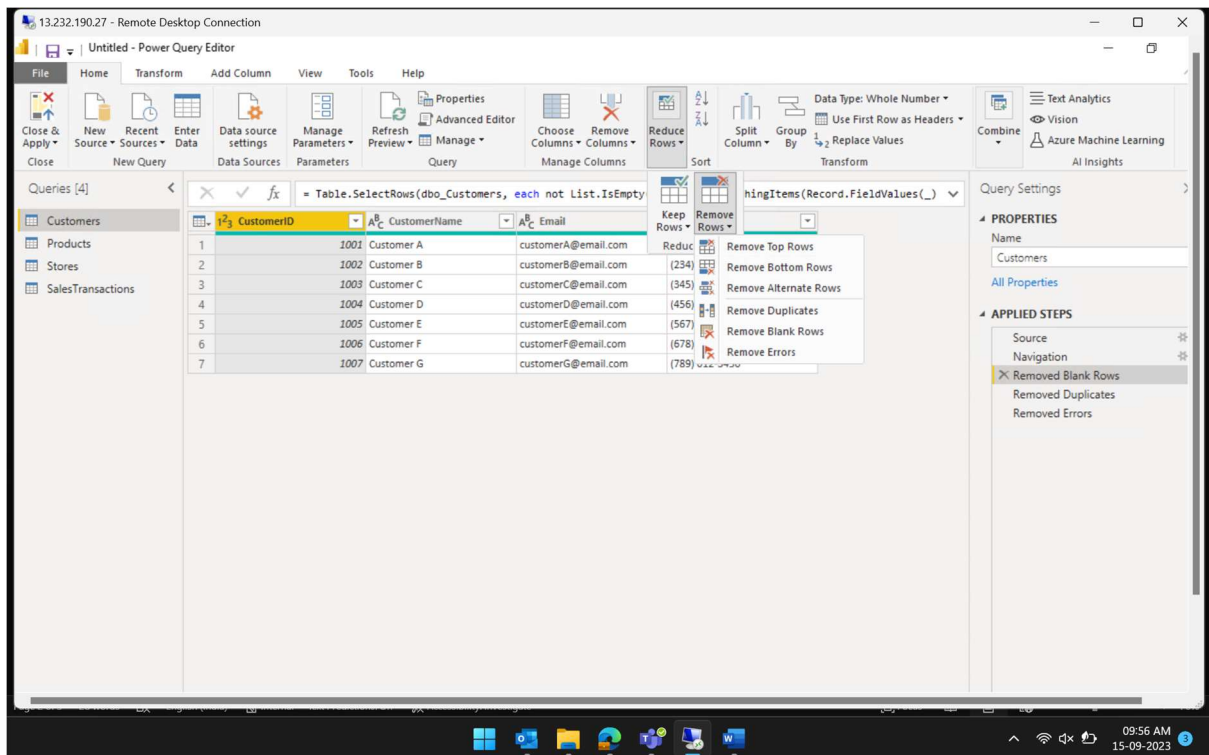
The screenshot shows the Power BI Desktop interface. The 'Navigator' pane on the left lists several data sources under 'EC2AMAZ-OIIIOMA\SQLEXPRESS [5]': Asses, lumen [4], Customers, Products, SalesTransactions (selected), Stores, PetroCorpDB, ReportServer\$SQLEXPRESS, and ReportServer\$SQLEXPRESSTempDB. The 'SalesTransactions' table is displayed in the main view, showing columns: TransactionID, ProductID, StoreID, TransactionDate, and QuantitySold. The table contains 10 rows of data.

TransactionID	ProductID	StoreID	TransactionDate	QuantitySold
1	101	1	1/5/2023	50
2	102	2	1/10/2023	40
3	103	1	2/15/2023	30
4	104	3	3/20/2023	60
5	101	2	4/25/2023	70
6	102	3	5/30/2023	45
7	105	1	6/5/2023	55
8	106	2	7/10/2023	38
9	107	3	8/15/2023	42
10	105	1	9/20/2023	68

Making connections

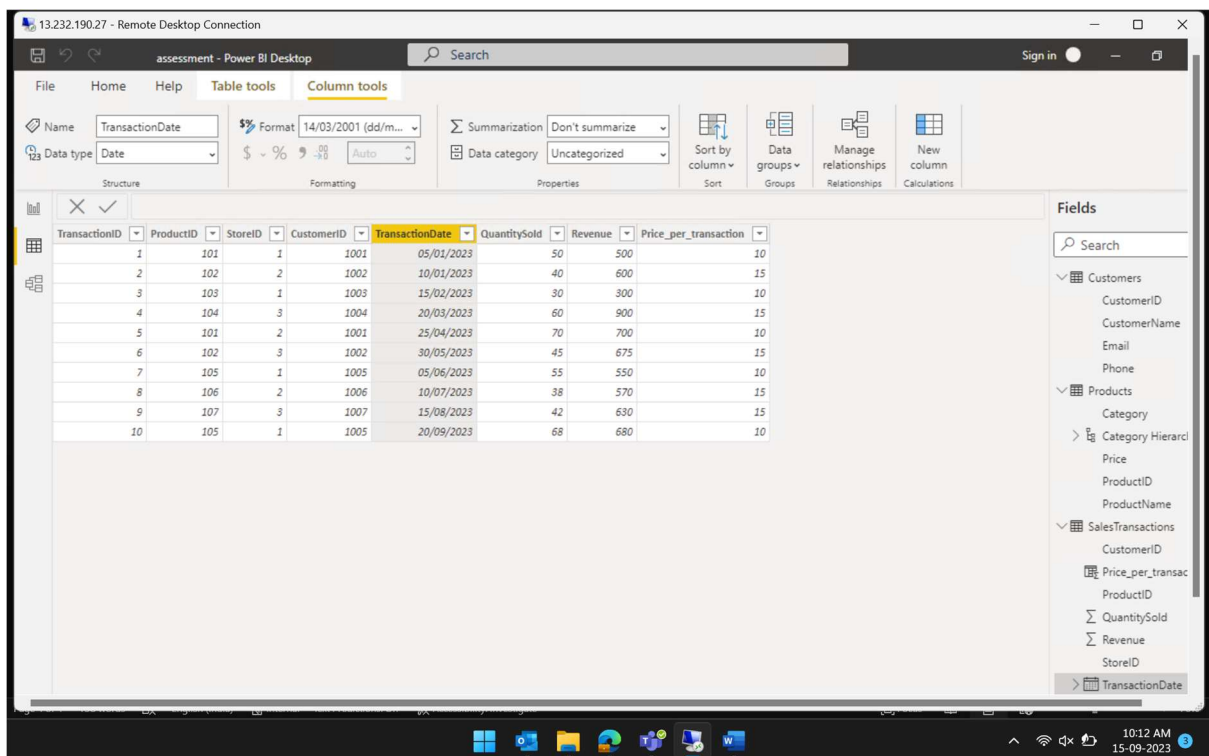


Clean Data:

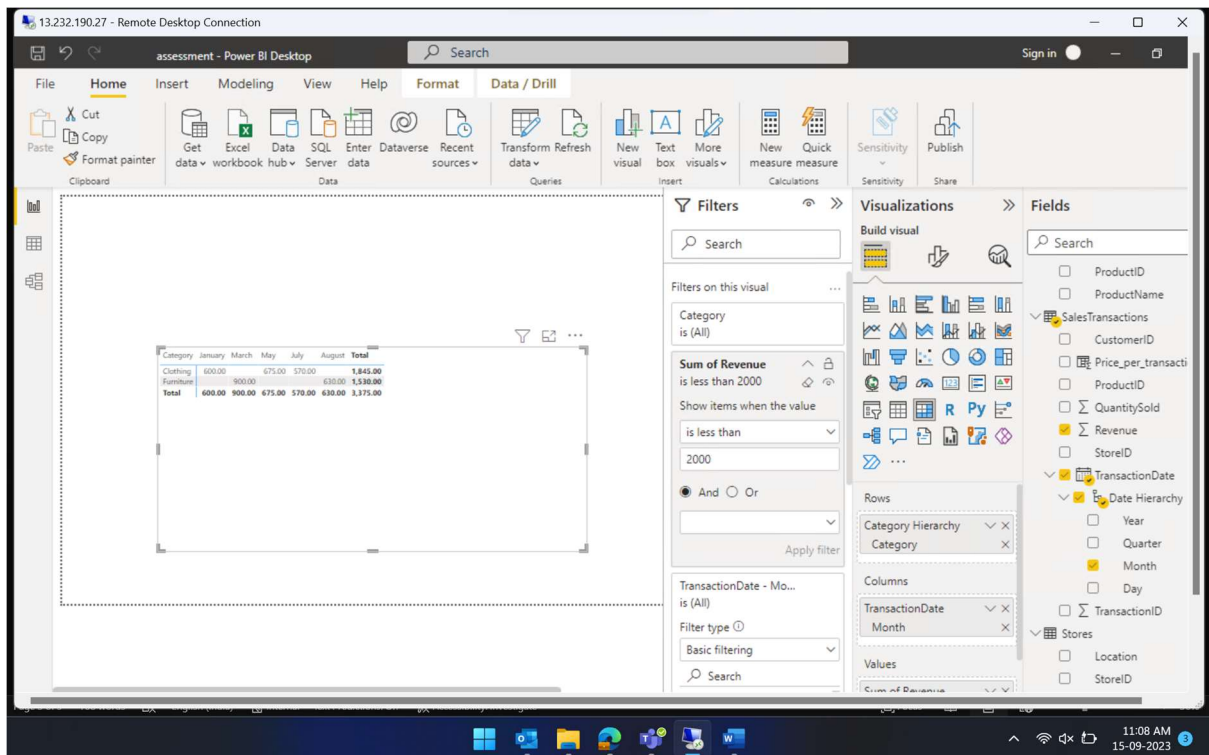


Create Calculated Columns:

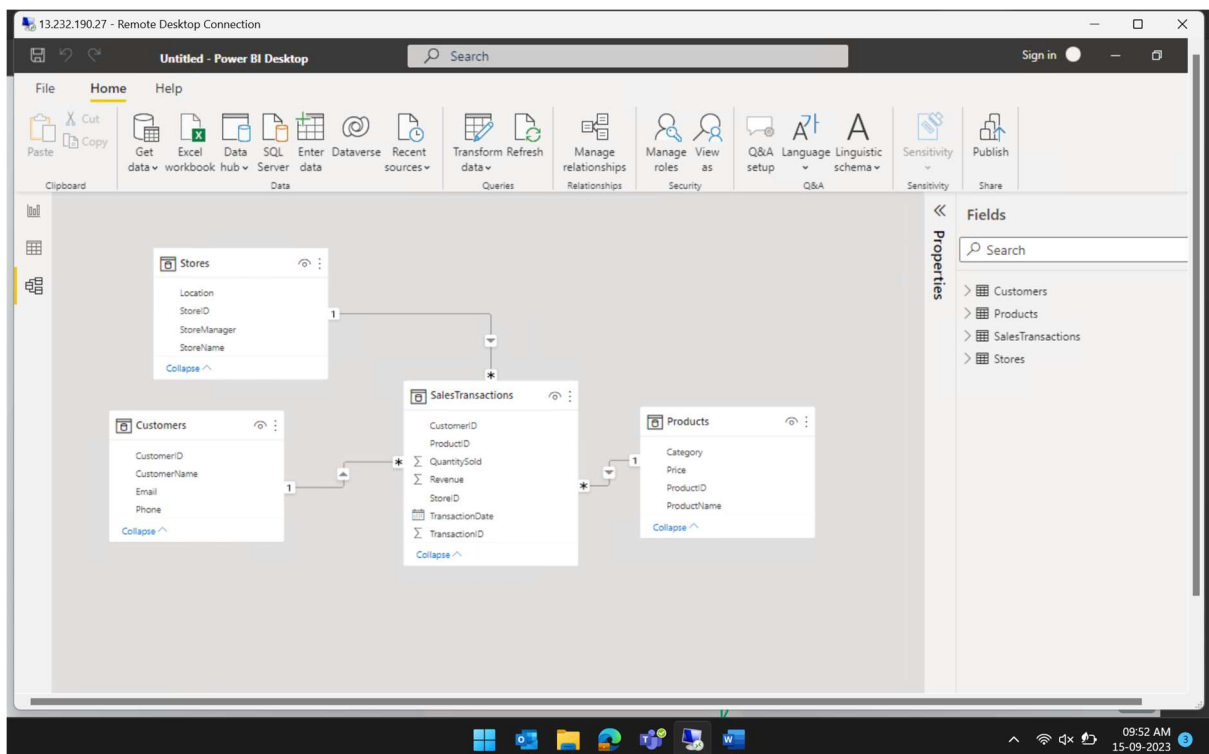
Price per transaction made



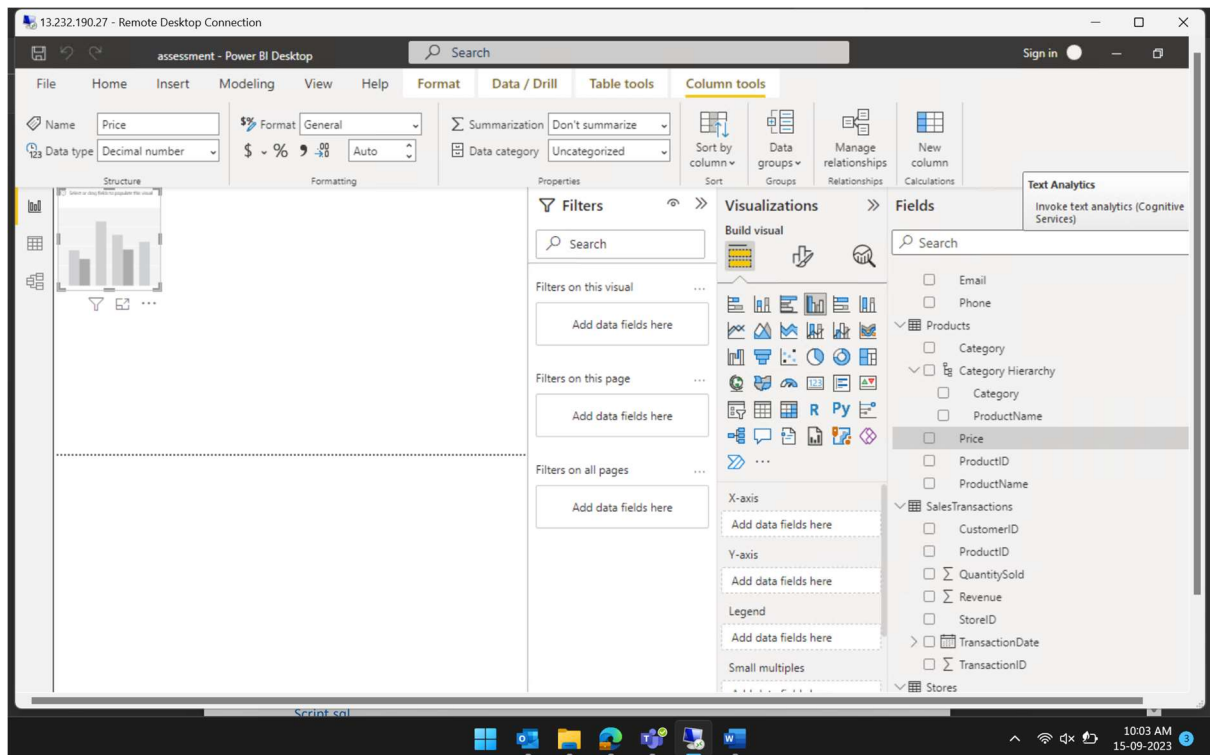
Filter Data:



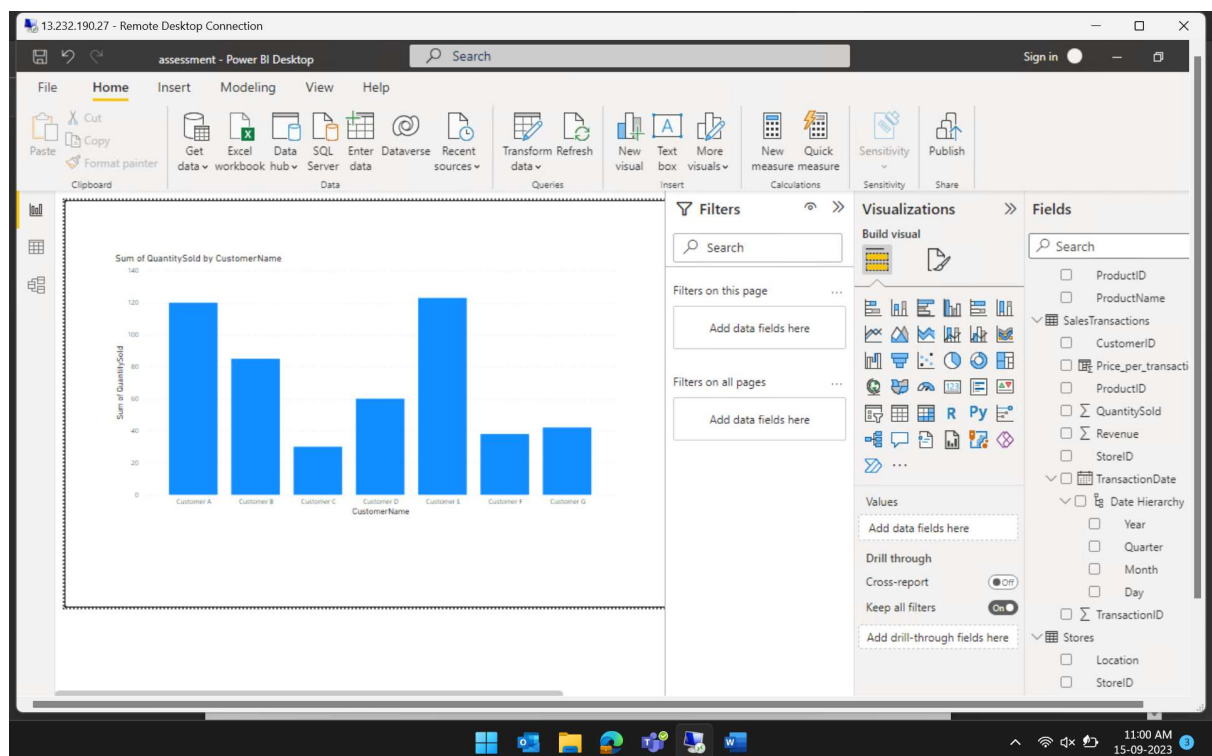
Create Relationships:



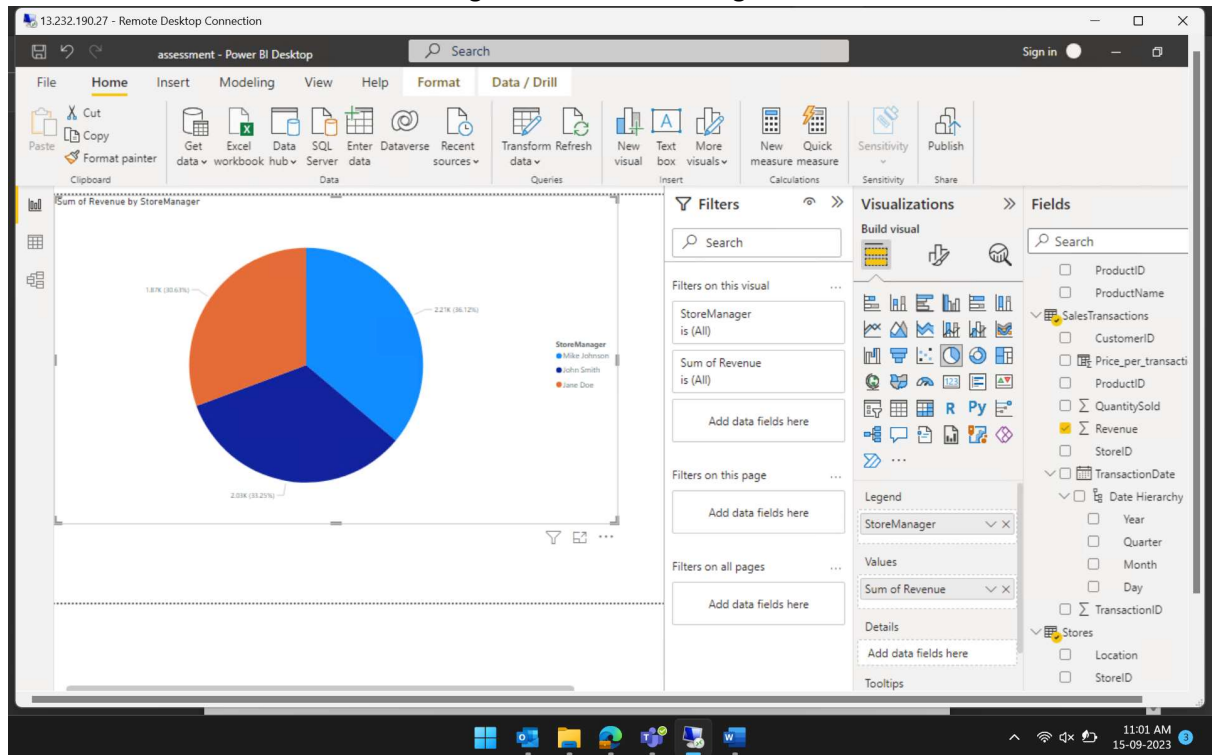
Create Hierarchies: (product hierarchy)



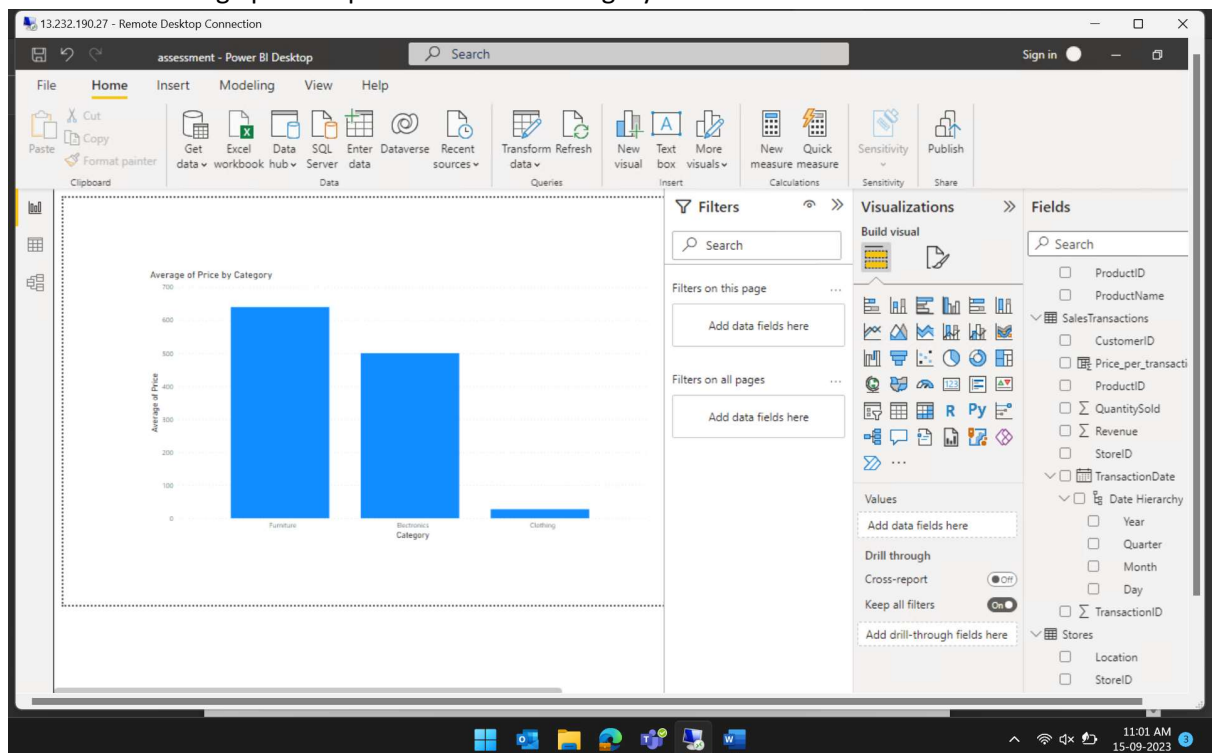
1. Who are the top-spending customers based on their total purchase amount?



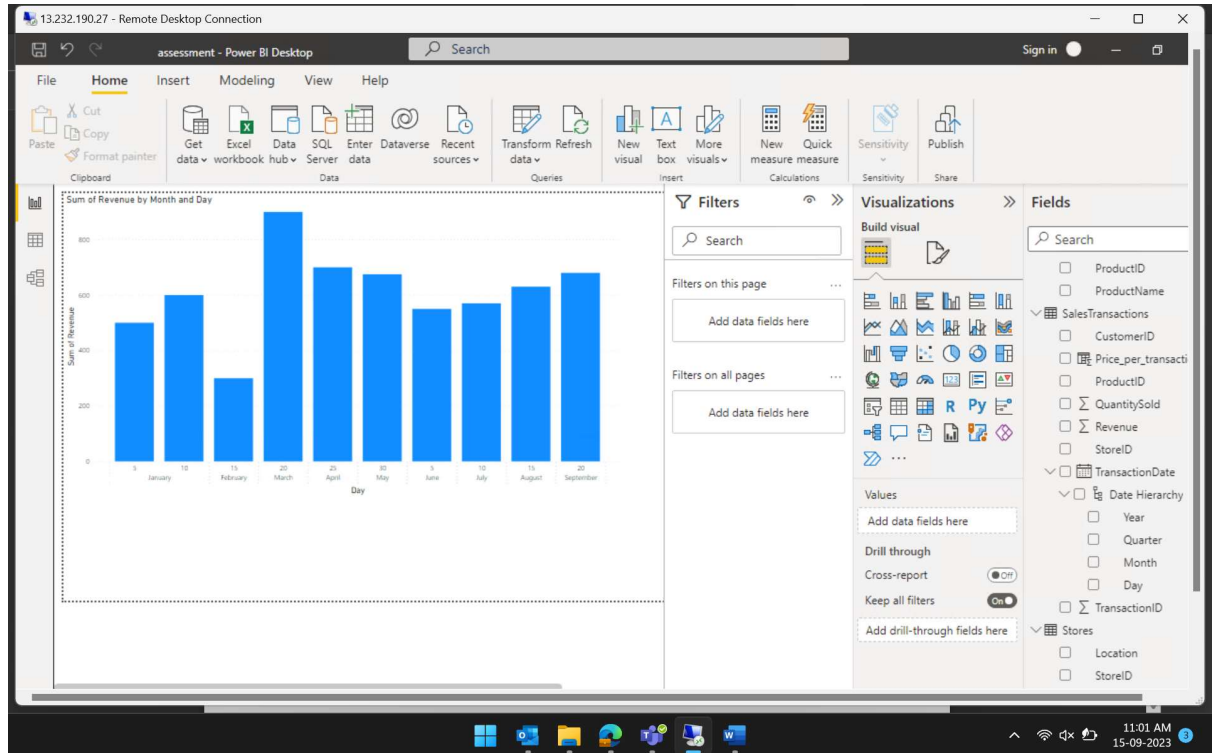
2. How is sales revenue distributed among different store managers?



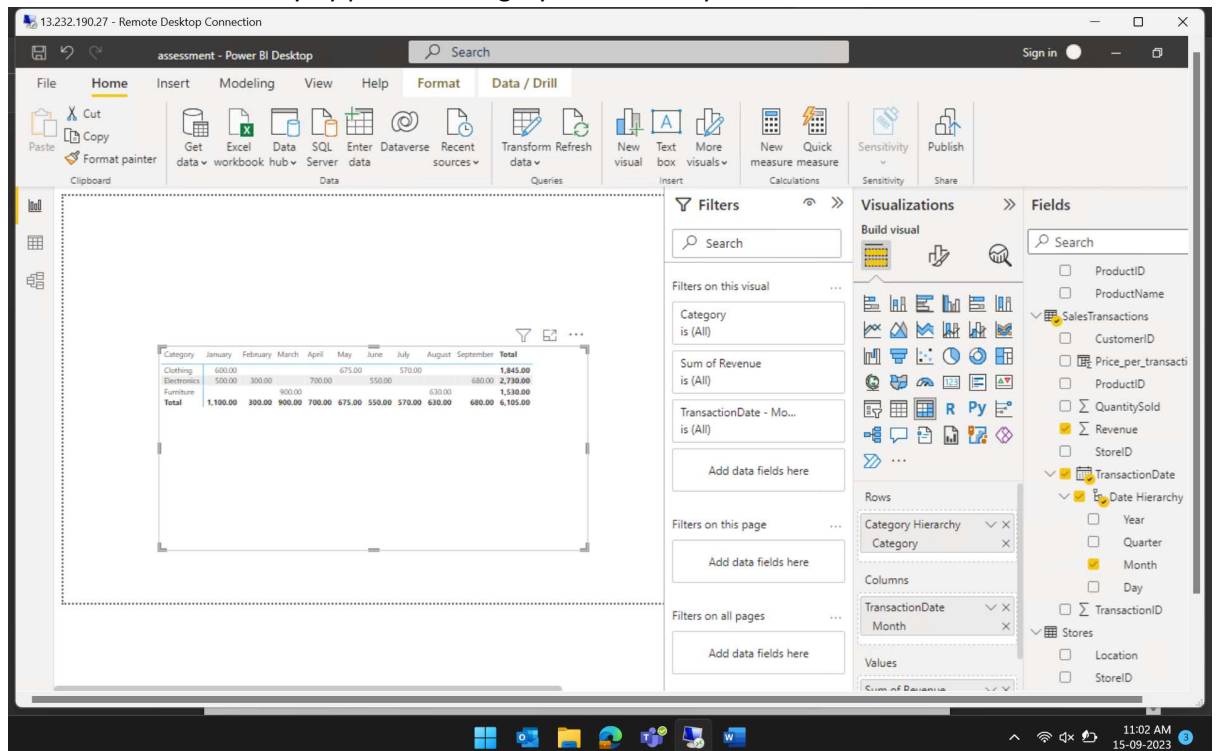
3. What is the average price of products in each category?



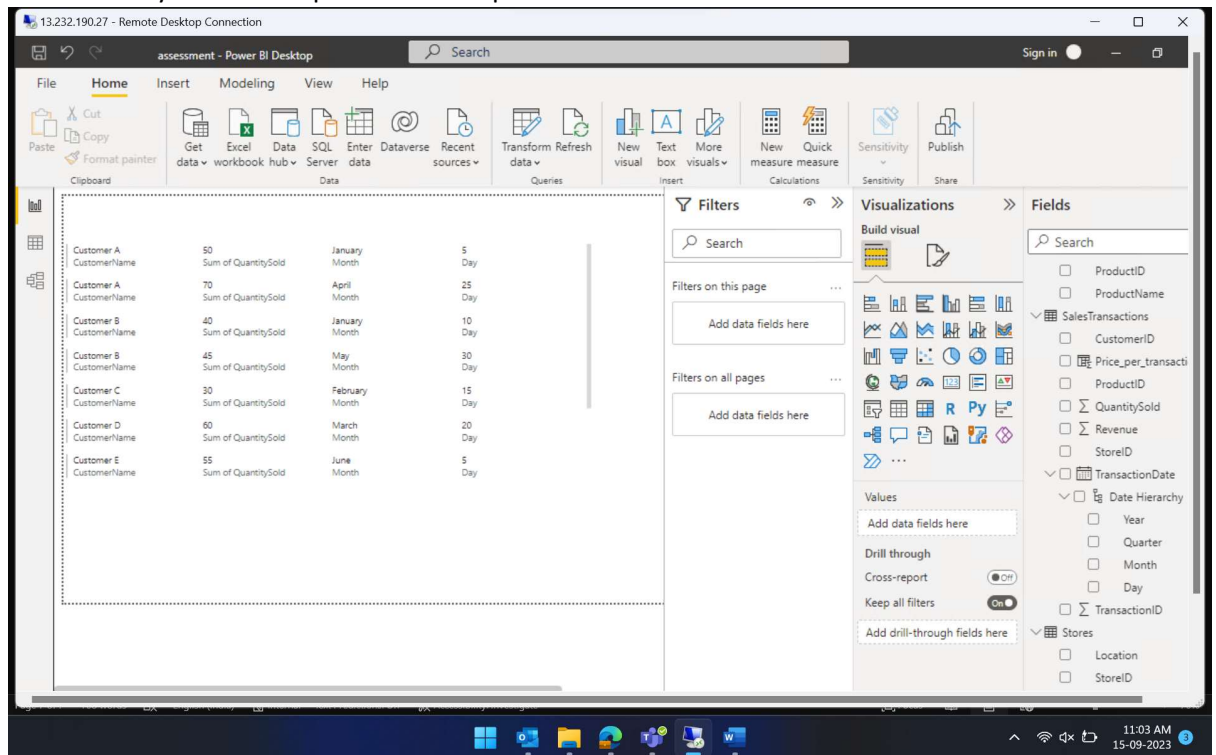
4. Are there specific days of the week when sales are higher?



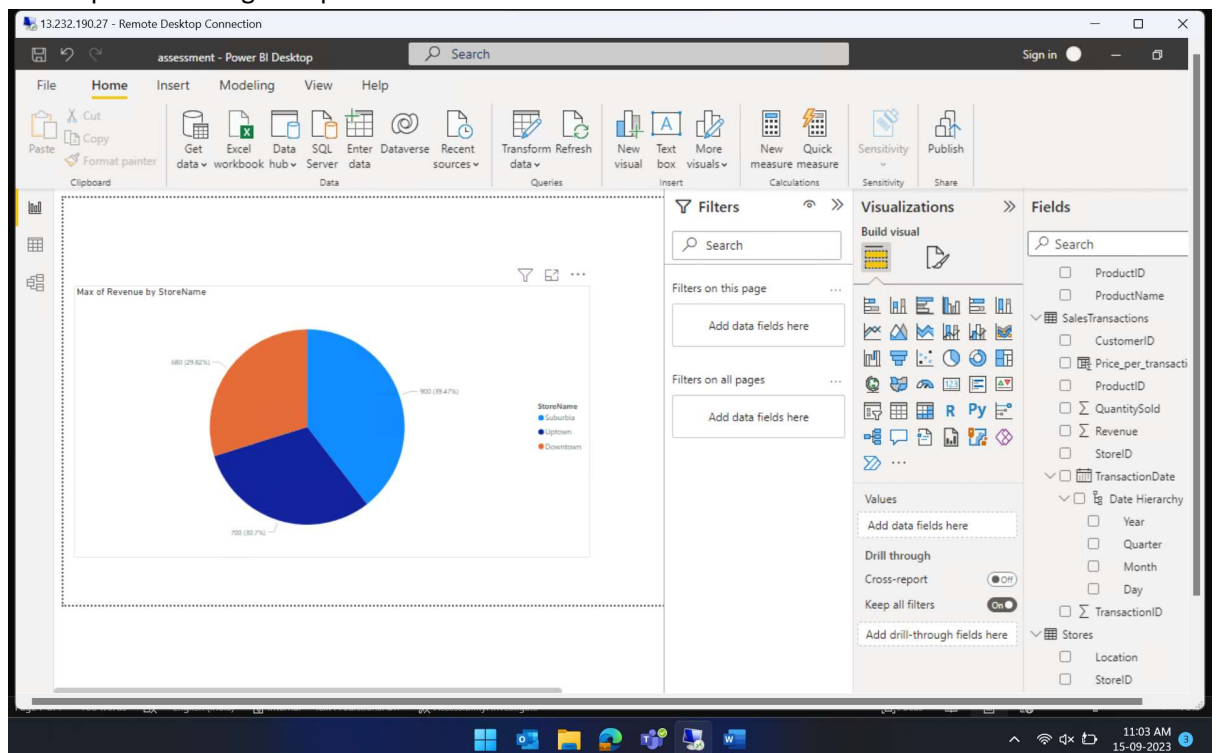
5. How do sales trends vary by product category on a monthly basis?



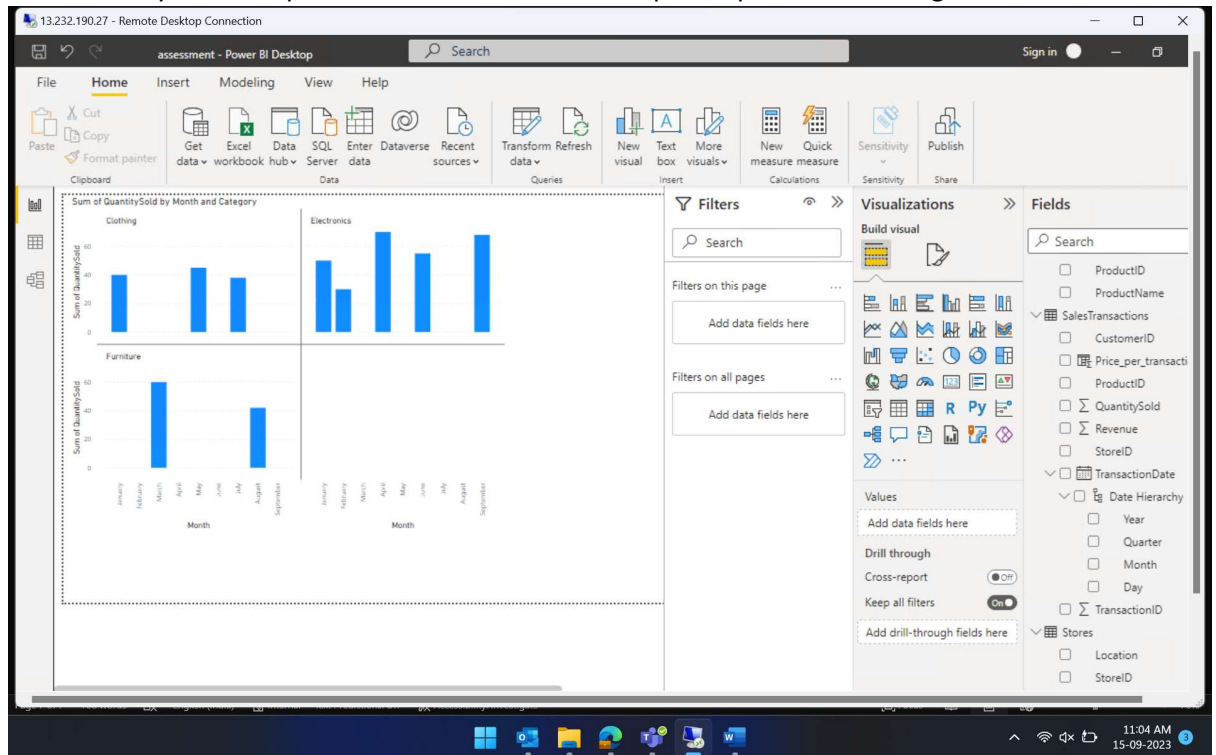
6. What percentage of products account for 80% of total sales revenue?
7. Are there any trends in repeat customer purchases?



8. Which product categories perform best at each store location?



9. Are there any seasonal patterns or trends in sales for specific products or categories?



10. Can customers be segmented into high, medium, and low-value segments based on their purchase history.

