

Capstone Project – Author Analysis

Publications

Author Analysis

Valuable Insights: The Power BI dashboard using the Sample Publication Database provides valuable insights into the publishing company's performance and operations. It presents data-driven analytics on book sales, popular genres, and author contributions. Stakeholders can gain a deeper understanding of customer preferences, bestselling titles, and effective marketing strategies.

Publishers Analysis

Improvement Focus: The dashboard helps the publishing company focus on areas that require improvement. By analyzing sales trends, store distribution, and discount effectiveness, the dashboard identifies opportunities to optimize sales and increase revenue. It enables the company to refine its marketing and distribution strategies to better cater to customer demands.

Title Analysis

Evaluation of Effectiveness: The dashboard facilitates the evaluation of various aspects of the publishing business. It assesses the effectiveness of discounts on sales, the impact of different bookstores on revenue, and the success of marketing campaigns. With this evaluation, the company can make data-driven decisions to enhance its overall effectiveness and profitability.

Sales Analysis

Trend Identification: Using historical sales data and author royalties, the dashboard identifies trends in book sales over time. It helps identify seasonal patterns, bestselling genres in specific periods, and the success of certain authors or book titles. This trend identification empowers the company to plan for future publications and marketing efforts more effectively.

Stores Analysis

Comprehensive Understanding: The Power BI dashboard offers a comprehensive understanding of the publishing company's operations. By presenting data on book sales, author royalties, and store distribution in one centralized platform, stakeholders can have a holistic view of the business. This comprehensive understanding enables better decision-making and a more cohesive strategy across all aspects of the publishing process.



Insights & Recommendations: The Power BI dashboard will generate valuable insights into the top-selling book titles, bestselling genres, and sales trends over time. It will analyze the performance of different bookstores, identify bestselling authors, and calculate author royalties based on royalty schedules. Additionally, it will recommend effective discount strategies to boost book sales and customer engagement.



Report & Presentation: The final deliverable will consist of a detailed report describing the data sources, data modeling methodologies, and data cleansing processes used in creating the Power BI dashboard. The report will also include a step-by-step guide on how to interpret the insights and use the dashboard for decision-making. The presentation will showcase the key findings, visualizations, and actionable recommendations derived from the dashboard's analysis.



The Power BI dashboard, along with the report and presentation, will serve as a powerful tool for the publishing company's stakeholders. It will empower them to make informed decisions, optimize book sales strategies, foster author collaborations, and enhance the overall business performance in the competitive publishing landscape.



Objective: The objective of this project is to create a comprehensive Power BI dashboard utilizing the Sample Publication Database. The dashboard aims to provide valuable insights into the publishing company's book sales performance, author royalties, and store distribution, enabling data-driven decision-making and strategic planning.



Analysis Scope: The analysis will focus on various aspects of the publication process, including book sales, author contributions, store performance, and the impact of discounts. It will encompass historical sales data, author royalties based on royalty schedules, and distribution data from multiple bookstores.



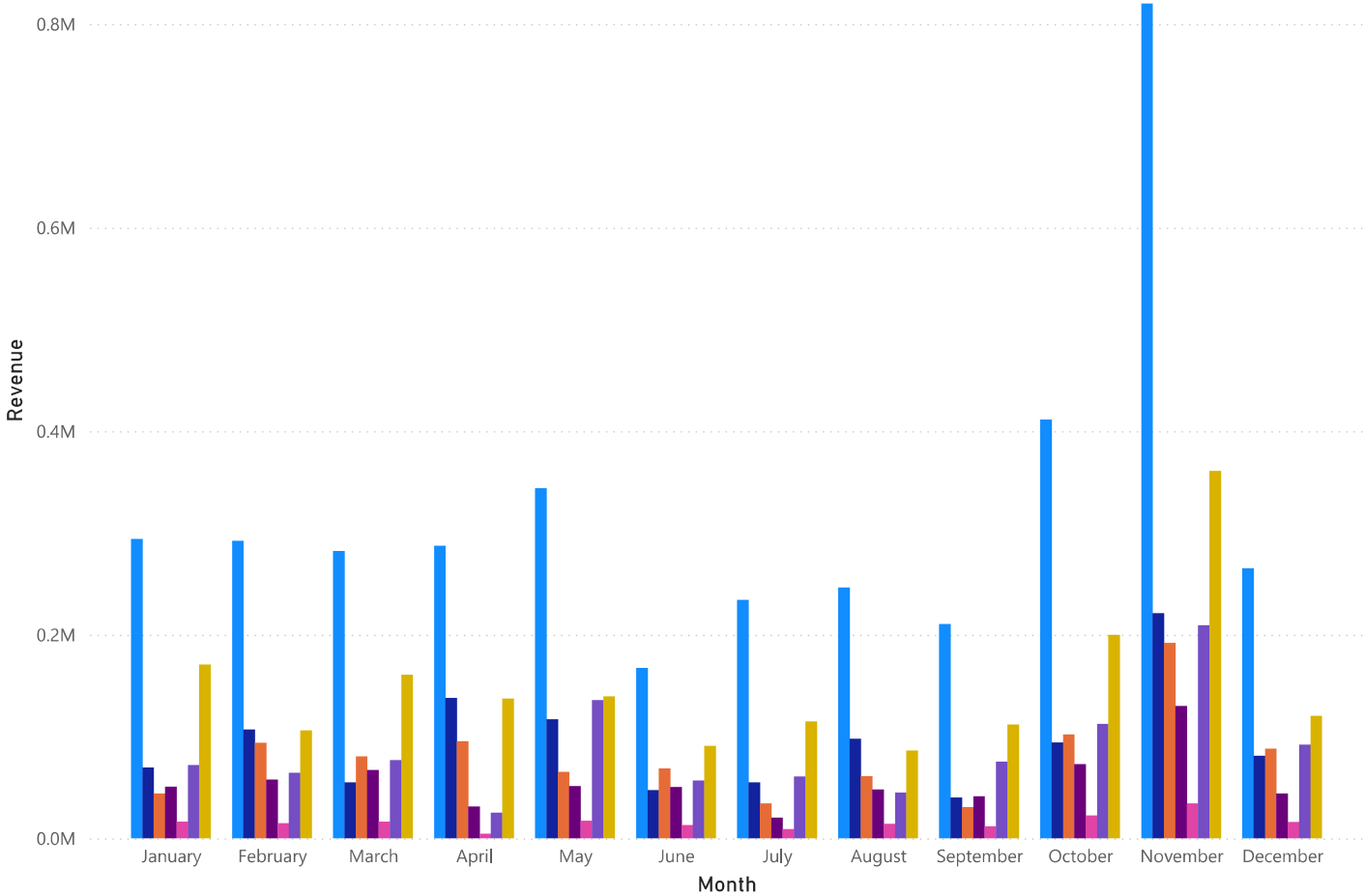
Goal: The primary goal of this Power BI dashboard is to offer a holistic view of the publishing company's operations. It will provide actionable insights to optimize book sales, enhance author collaboration, improve store distribution strategies, and identify opportunities for growth and efficiency.



Power BI Problem Statements

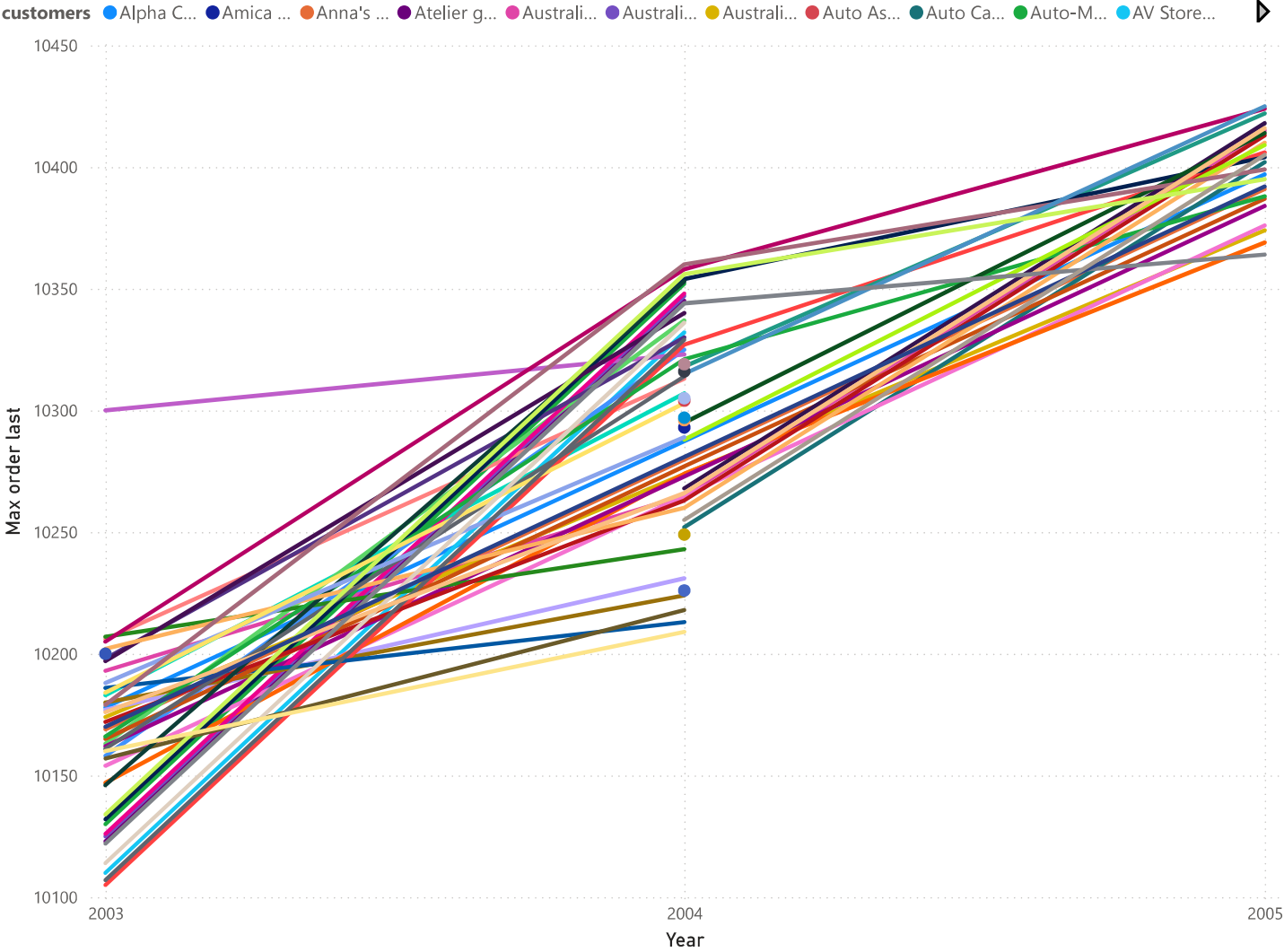
Revenue by Month and productLine

productLine Classic Cars Motorcycles Planes Ships Trains Trucks and Buses Vintage Cars

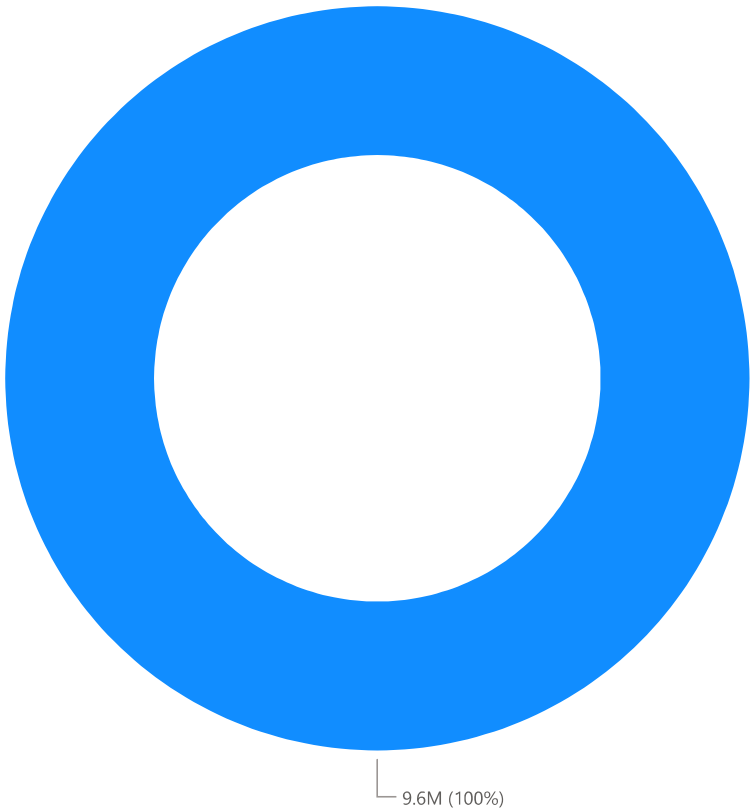


Monthly
Revenue by
Product
Category
(product line)

Max order last by Year and customers



**Trend in
Customer
Order
Volume (last
year)**



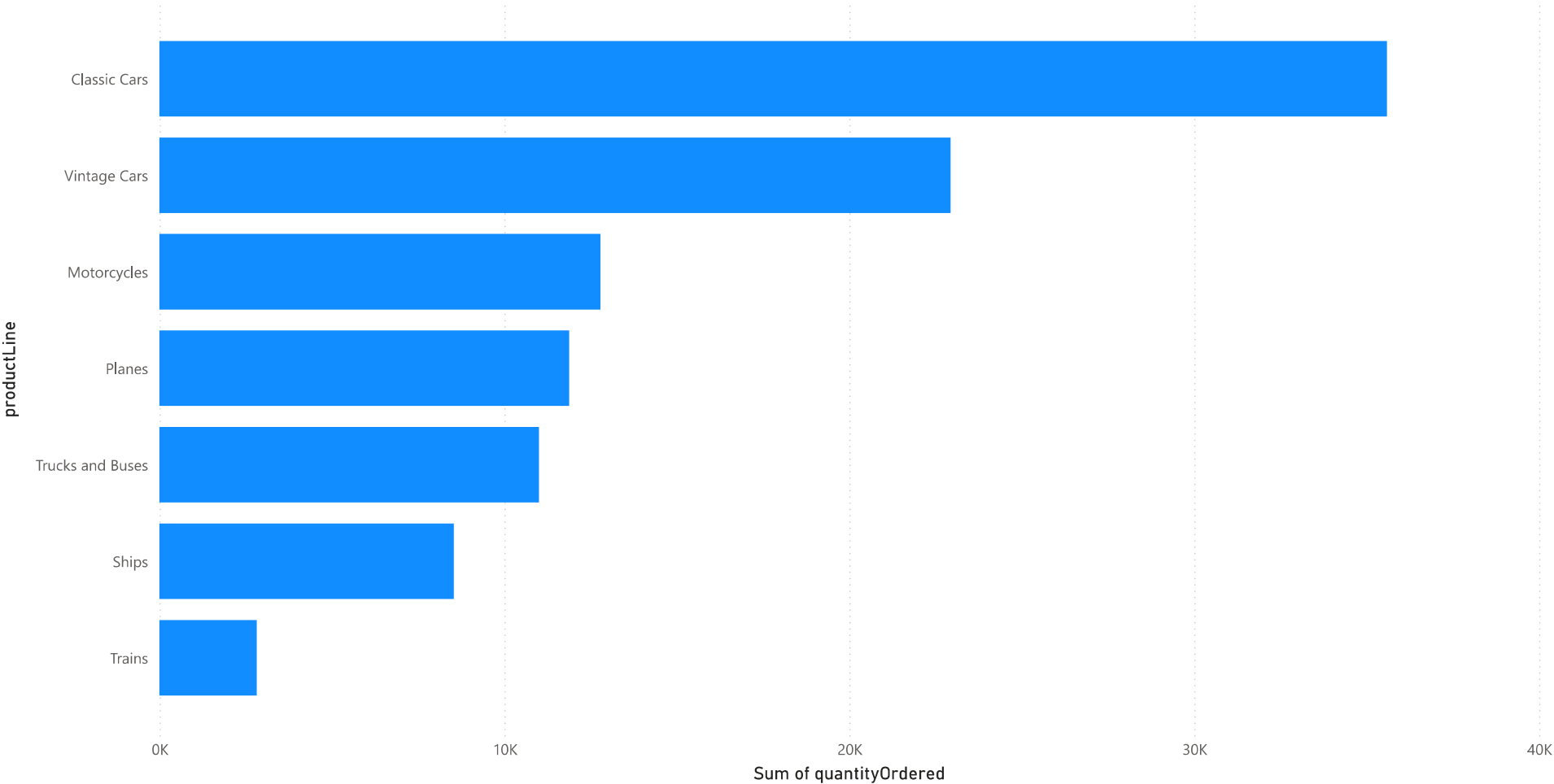
Customer Group

- Top Customers

Top Customers vs. Others (Sales Contribution)

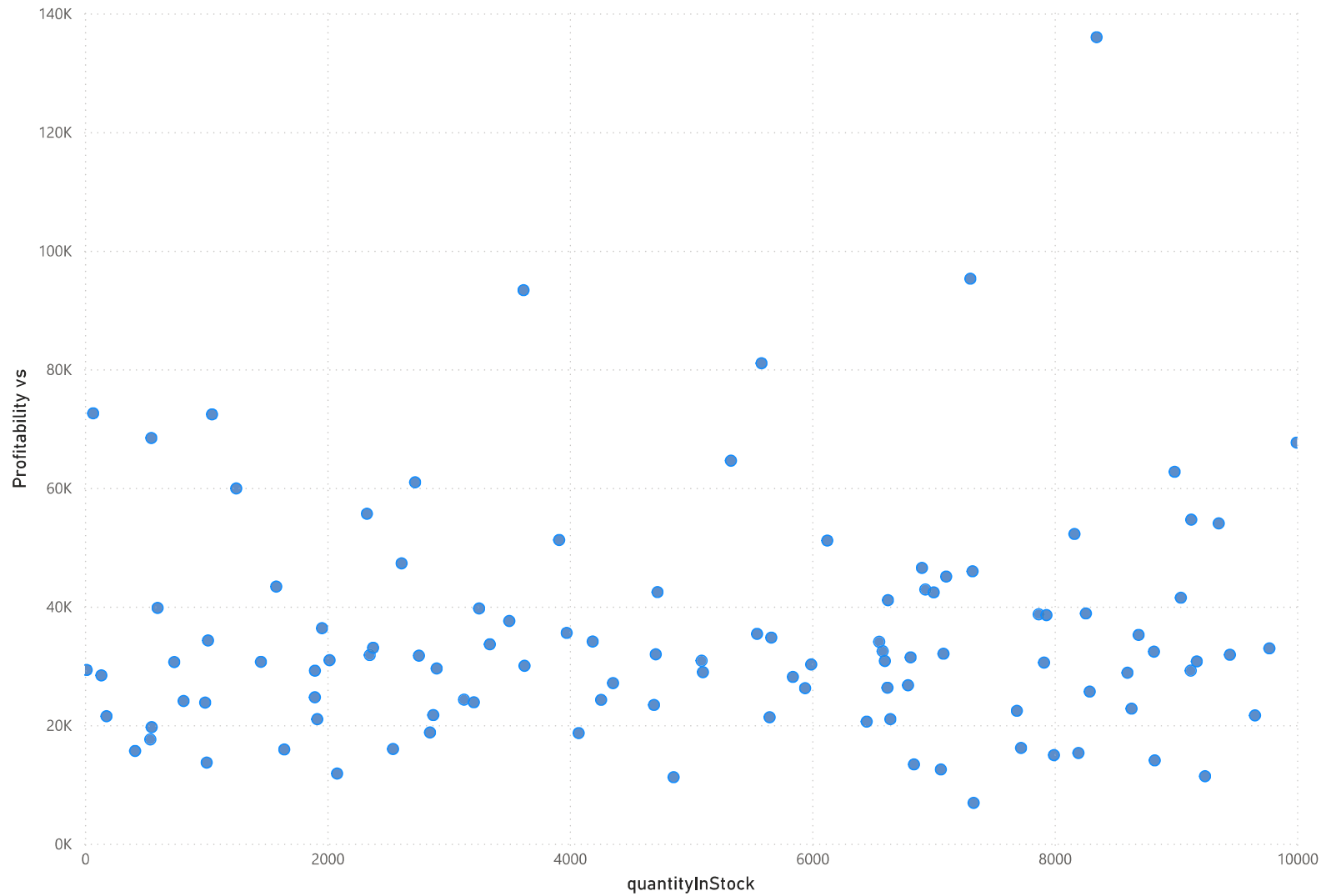
Product Sales by Product Line

Sum of quantityOrdered by productLine



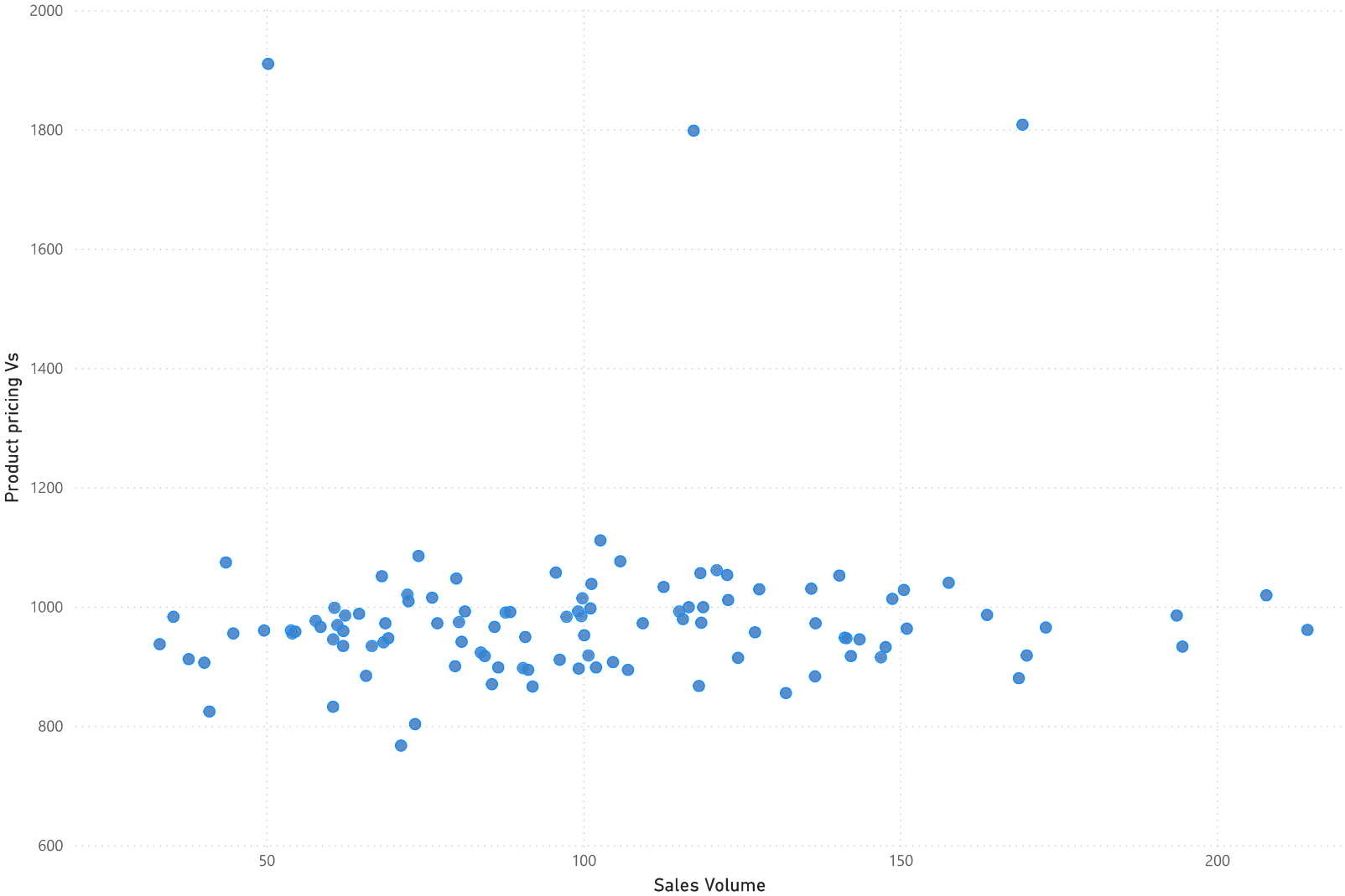
Quick measure

Profitability vs by quantityInStock



**Profitability vs.
Quantity
in Stock**

Product pricing Vs by Sales Volume



Product Pricing vs. Sales Volume

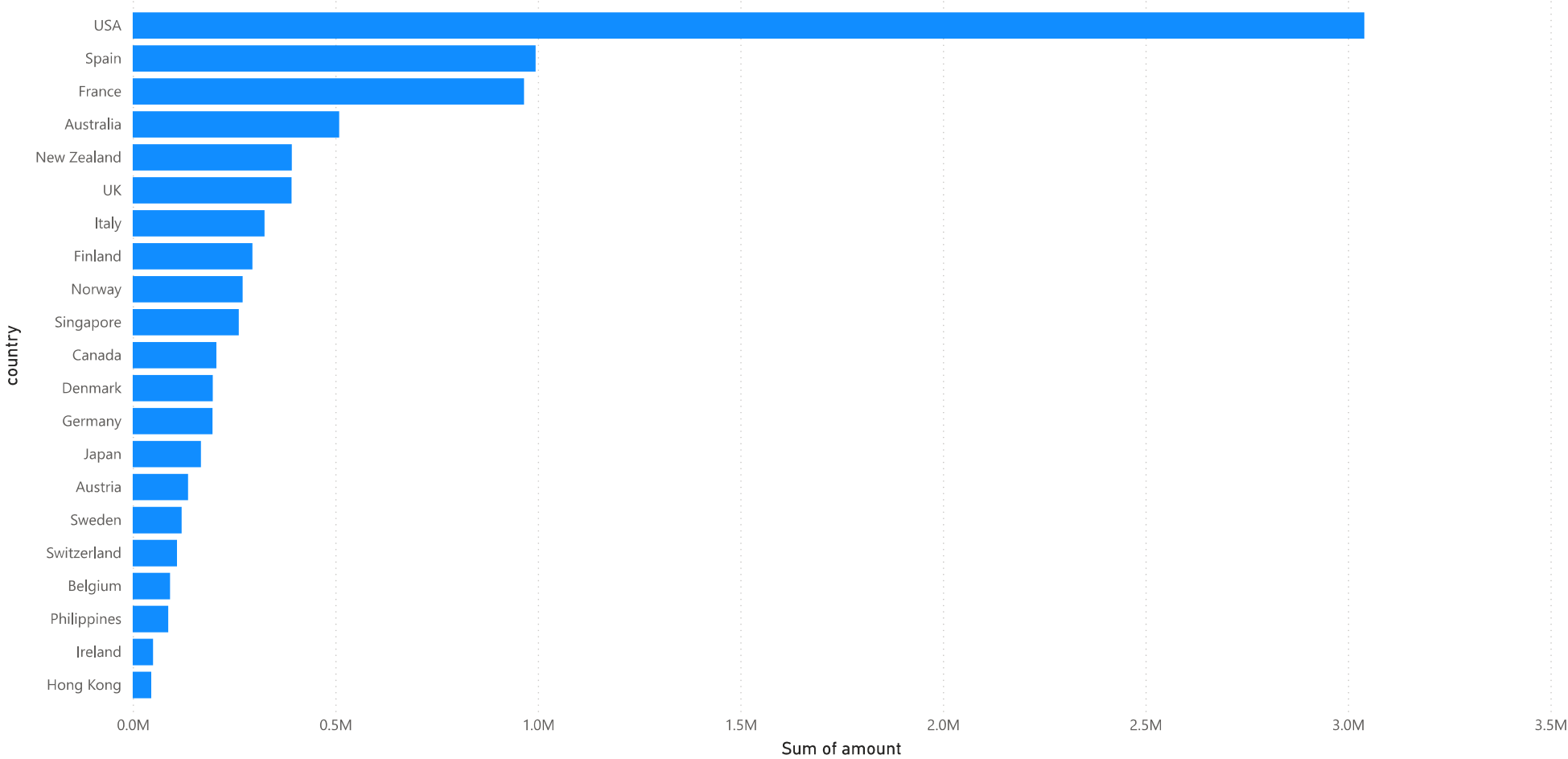
Count of customerNumber by country



Customer Segmentation by Demographics

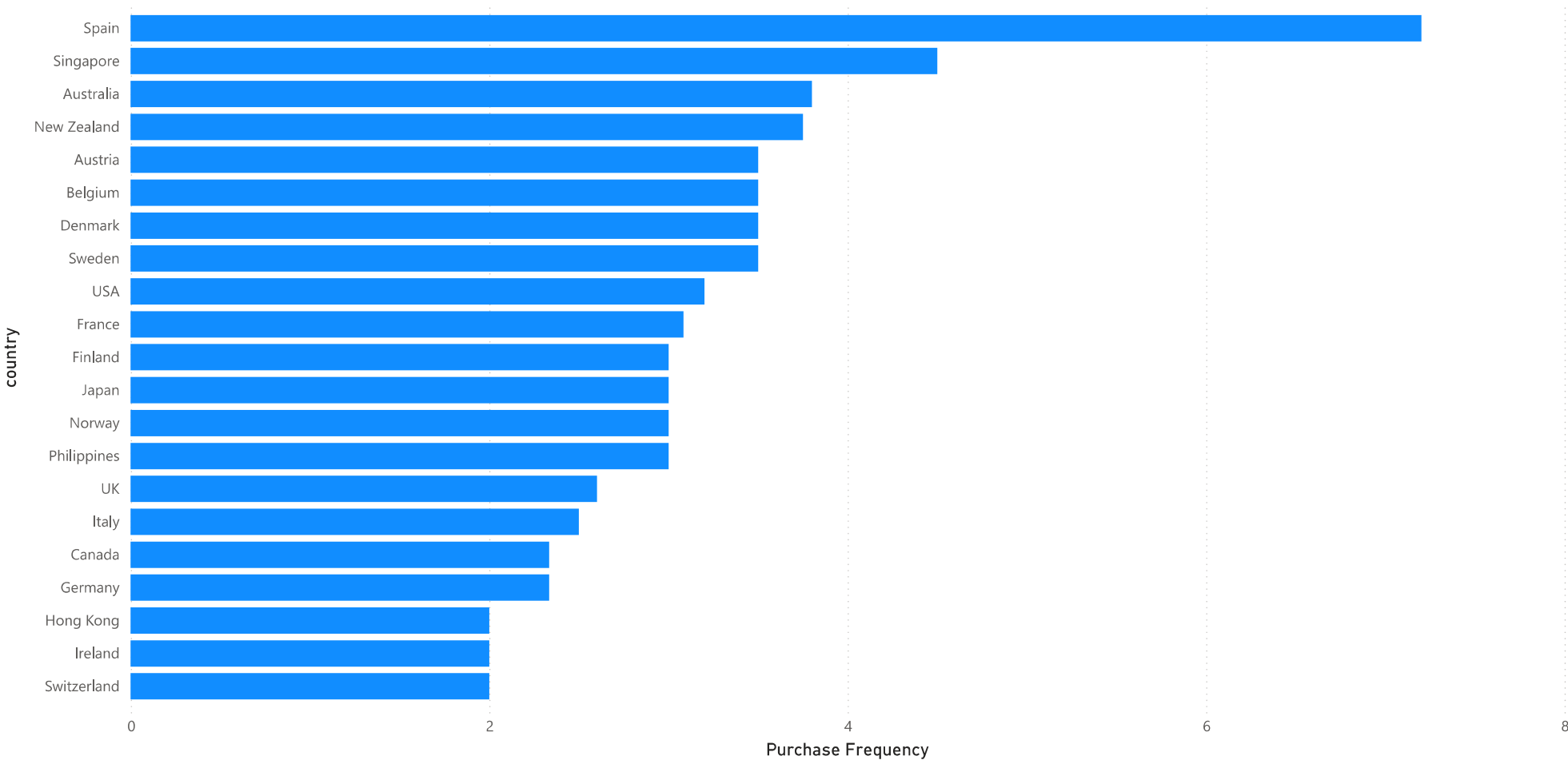
CLTV by Acquisition Channel

Sum of amount by country



Customer Age vs. Purchase Frequency

Purchase Frequency by country



Total Sales by city



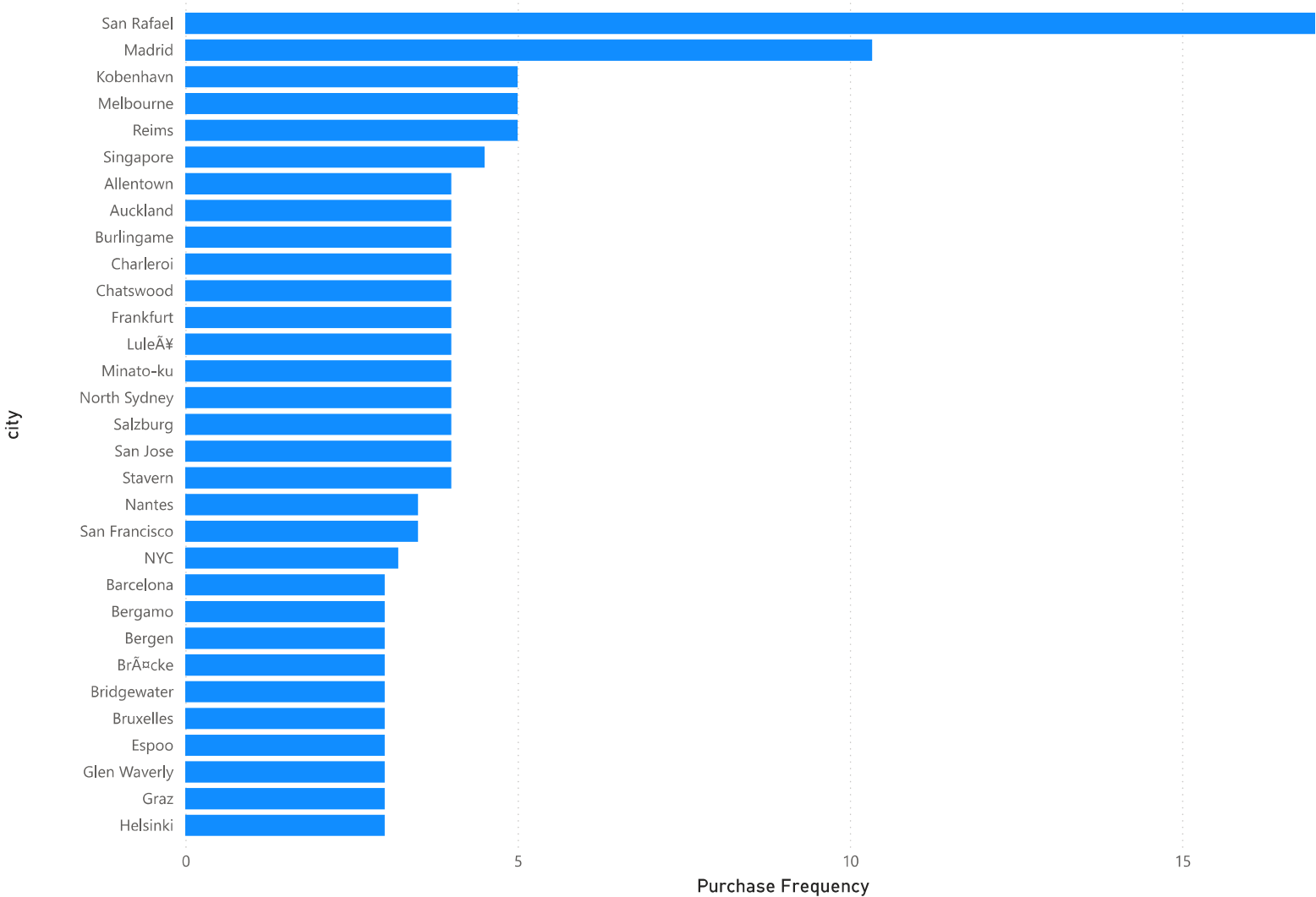
Top Regions by Sales Revenue

city Sum of employeeNumber
▲

Boston	2404
NYC	2609
London	3005
Tokyo	3246
Sydney	5930
San Francisco	6608
Paris	6912
Total	30714

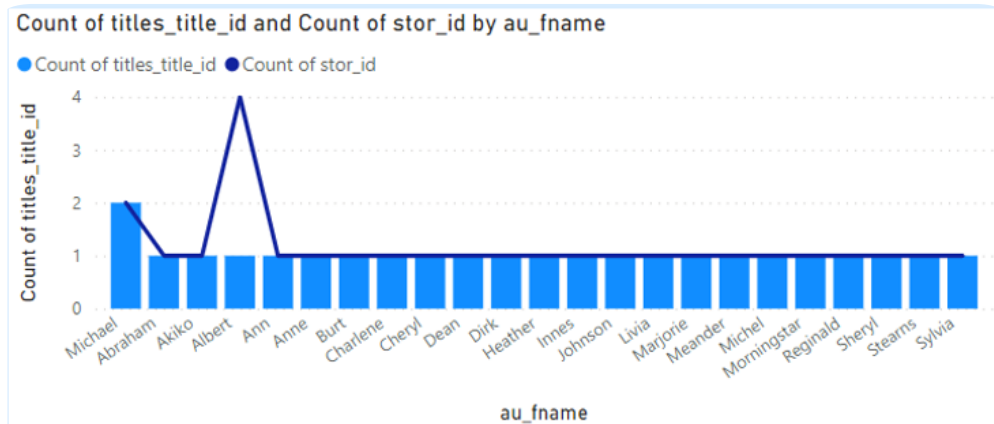
**Sales
Employee
Performance
by
Region**

Purchase Frequency by city



Custom
er
Demogr
aphics
vs.
Purchas
e
Frequen
cy

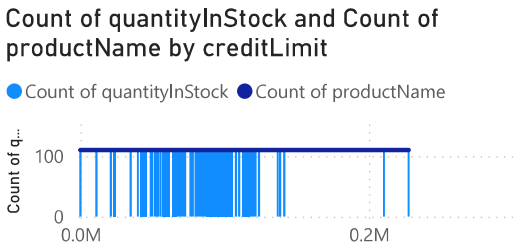
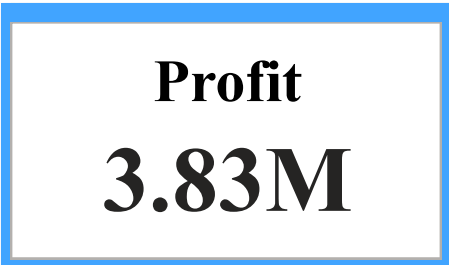
How many universities are there in each country?



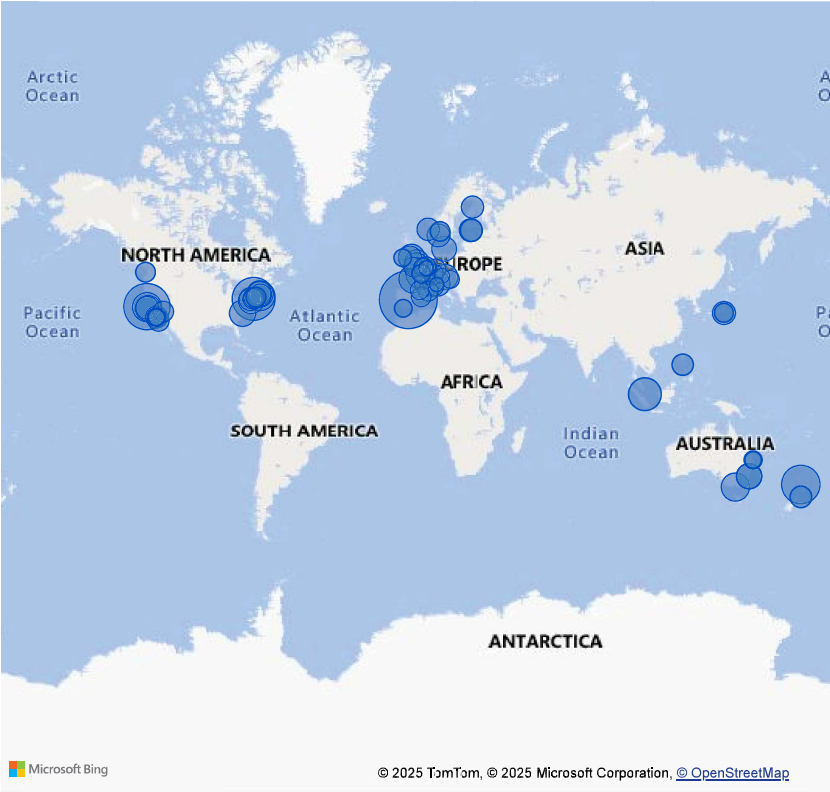
- Gleaning from the Country Report, it becomes apparent that nations such as the USA, China, and Japan boast the highest number of universities. Conversely, countries like Uganda, the UAE, and Uruguay exhibit a comparatively lower count of universities.



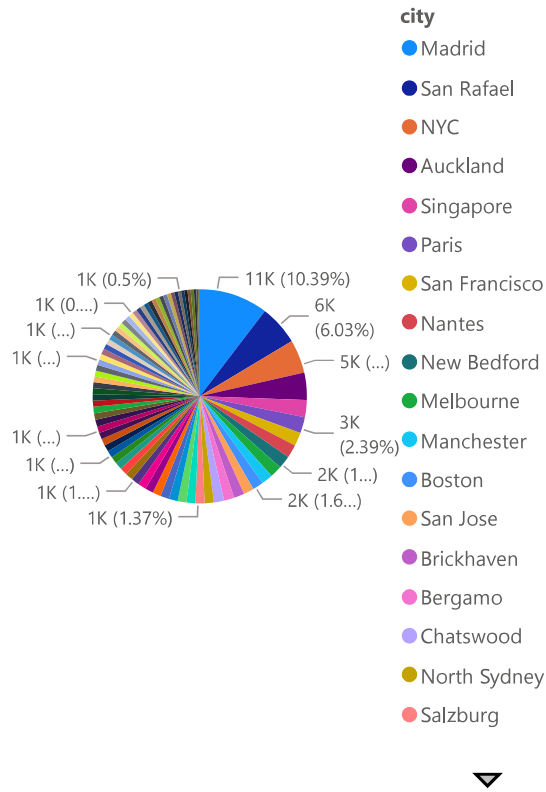
EDA Problem Statements



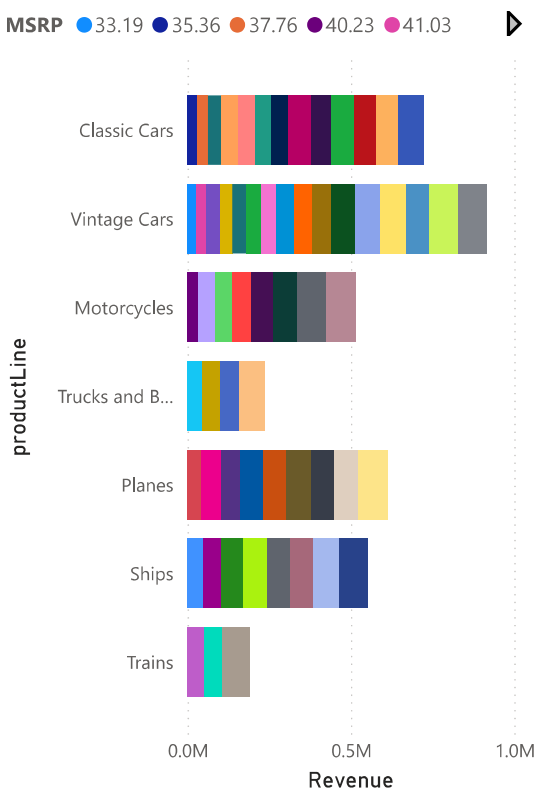
Total Sales by Country by city



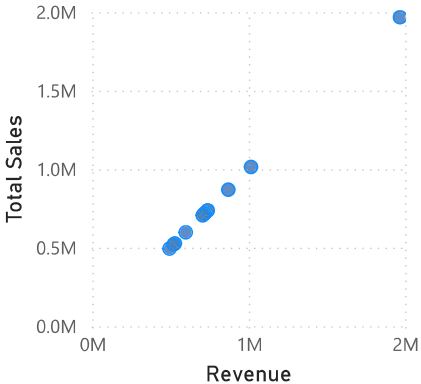
Sum of quantityOrdered by city



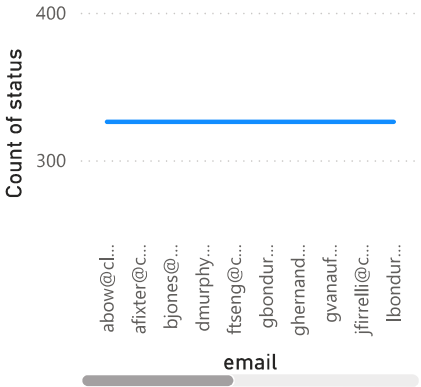
Revenue by productLine and MSRP



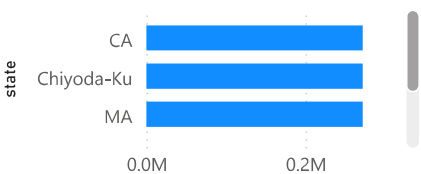
Revenue and Total Sales by Month



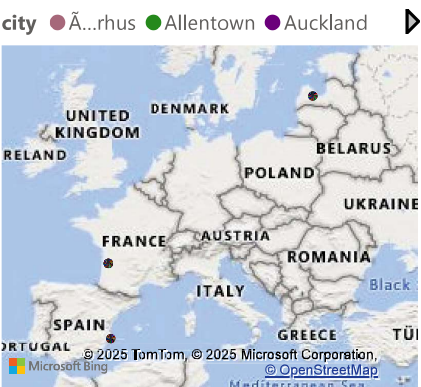
Count of status by email



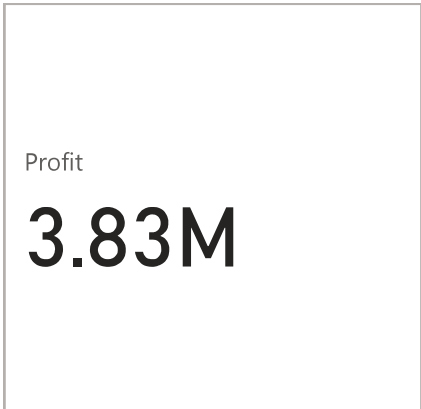
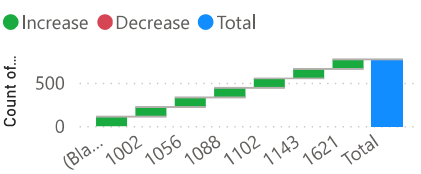
Sum of priceEach by state



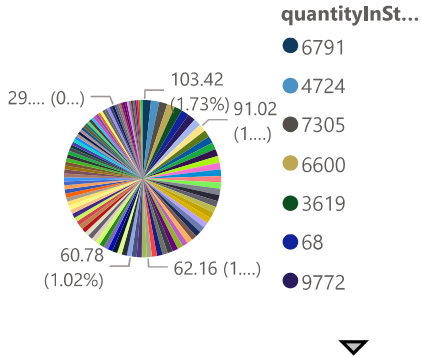
productLine and city



Count of productName by reportsTo



Average of buyPrice by quantityInStock



Total Customers by creditLimit

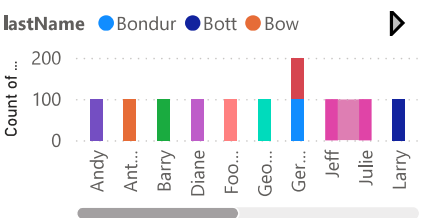


Total Customers by state



96,04,190.61
Revenue

Count of SalesAmount by firstName and lastName



Count of productDescription and Earliest shippedDate

