Publications

Author Analysis

Publishers Analysis

Title Analysis

Sales Analysis

Stores 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.

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.

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.

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.

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.
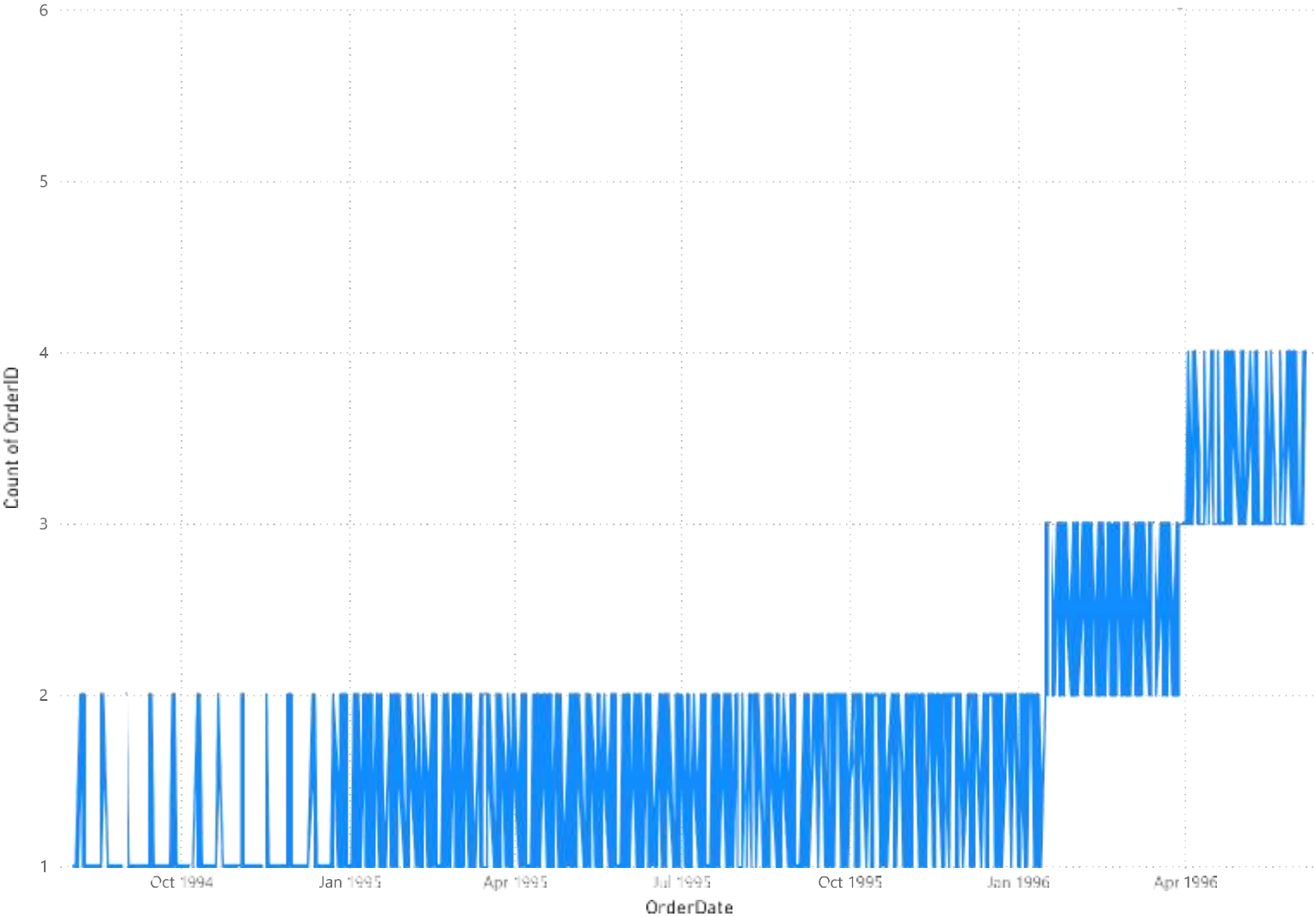
Power BI Problem Statements

Count of CustomerID by Country and City

City ● Kirkland ● London ● Redmond ● Seattle ● Tacoma
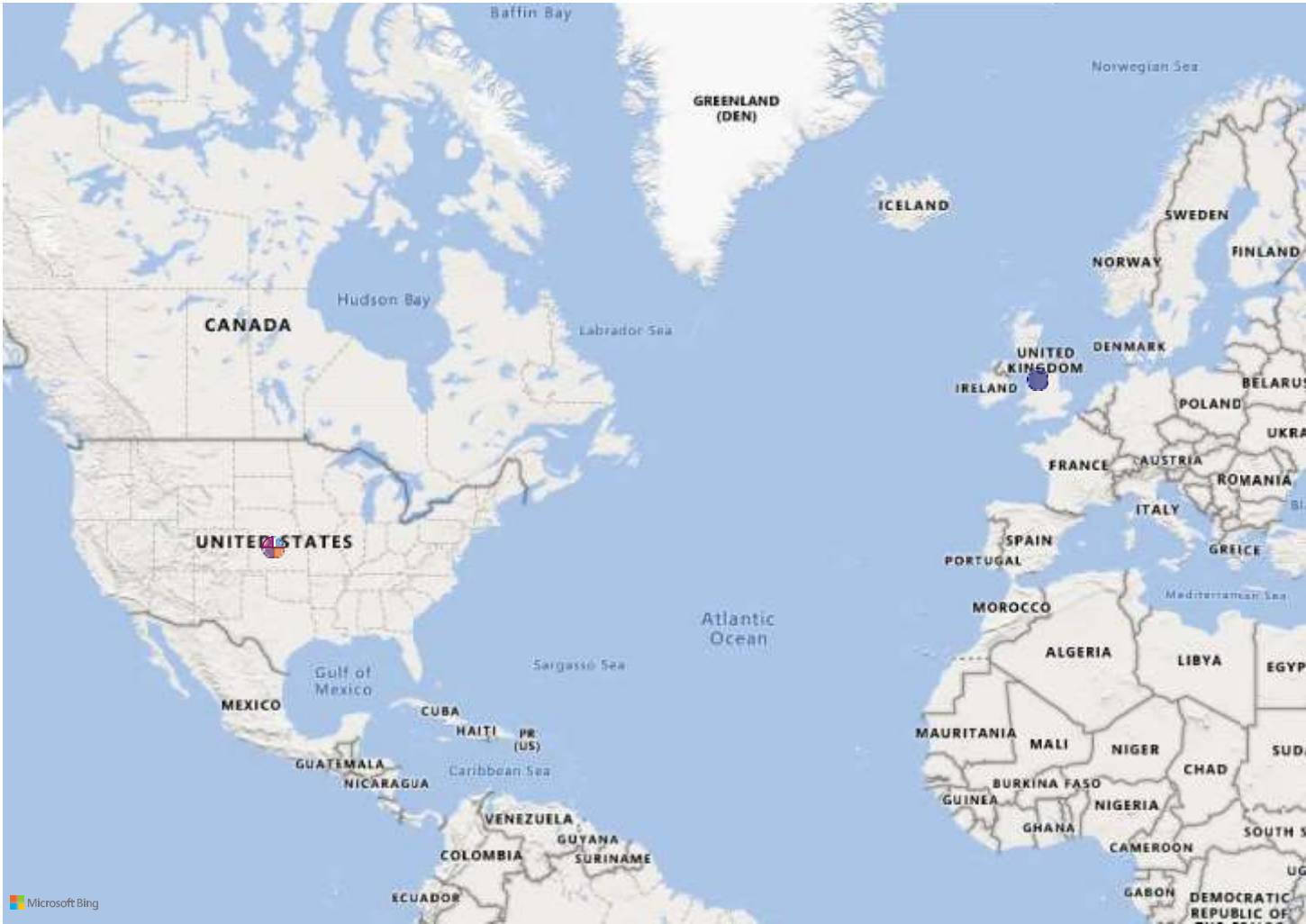
Customer Distribution by Country or City
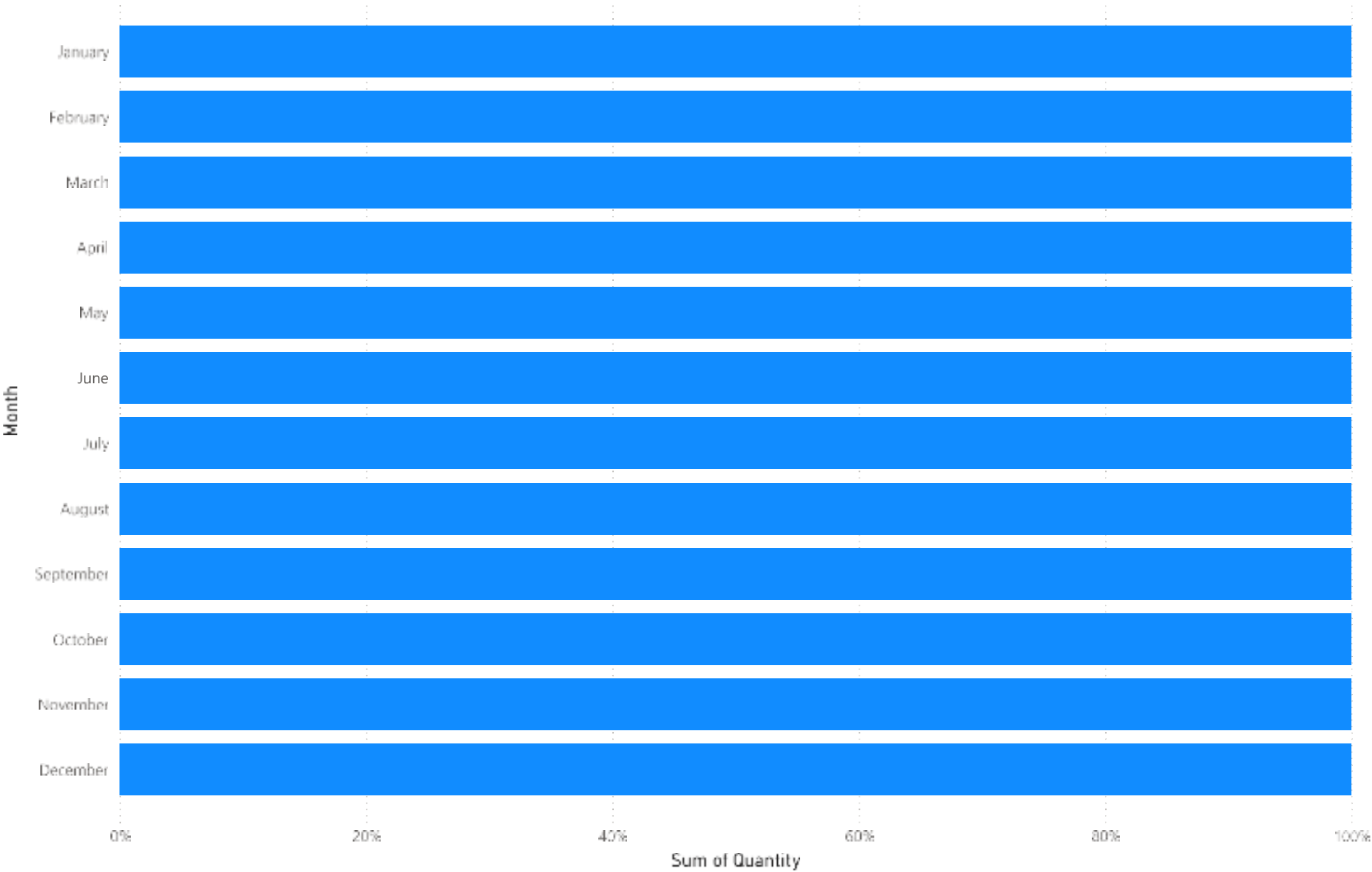
Count of OrderID by OrderDate

Trend in Customer Orders Over Time
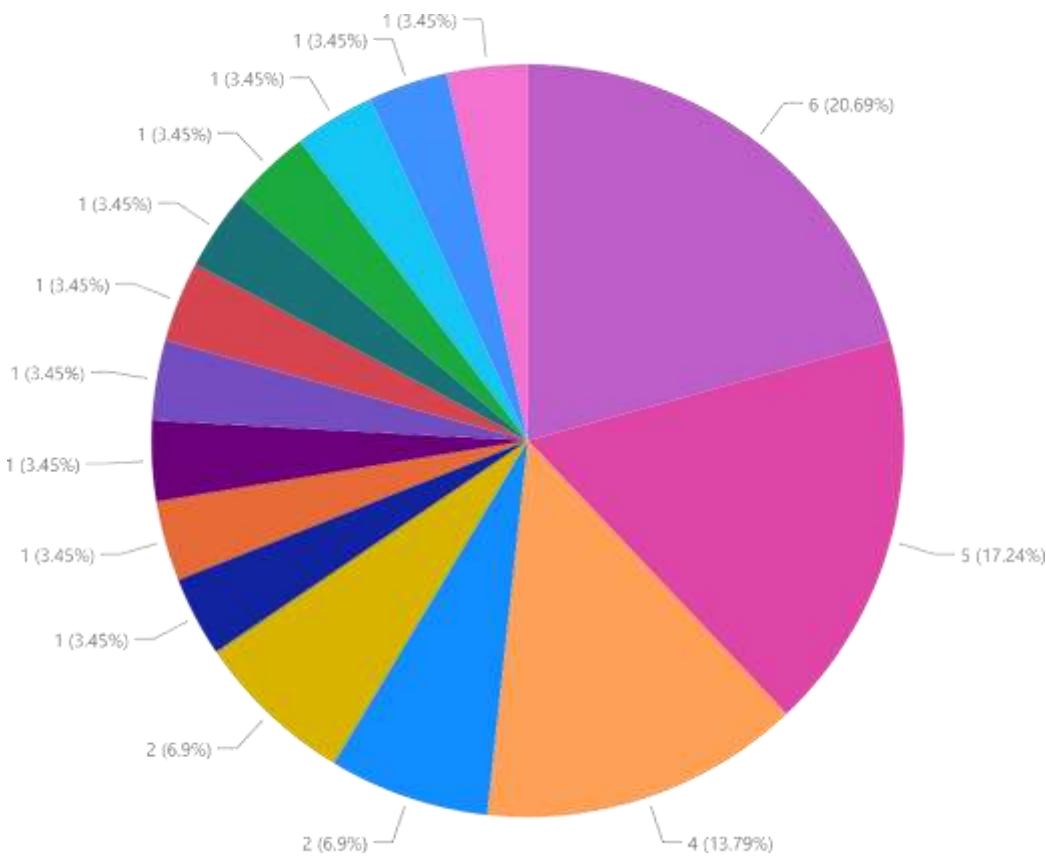
Sum of Quantity by Month

Month axis (top to bottom): January, February, March, April, May, June, July, August, September, October, November, December

X-axis: Sum of Quantity — 0%, 20%, 40%, 60%, 80%, 100%

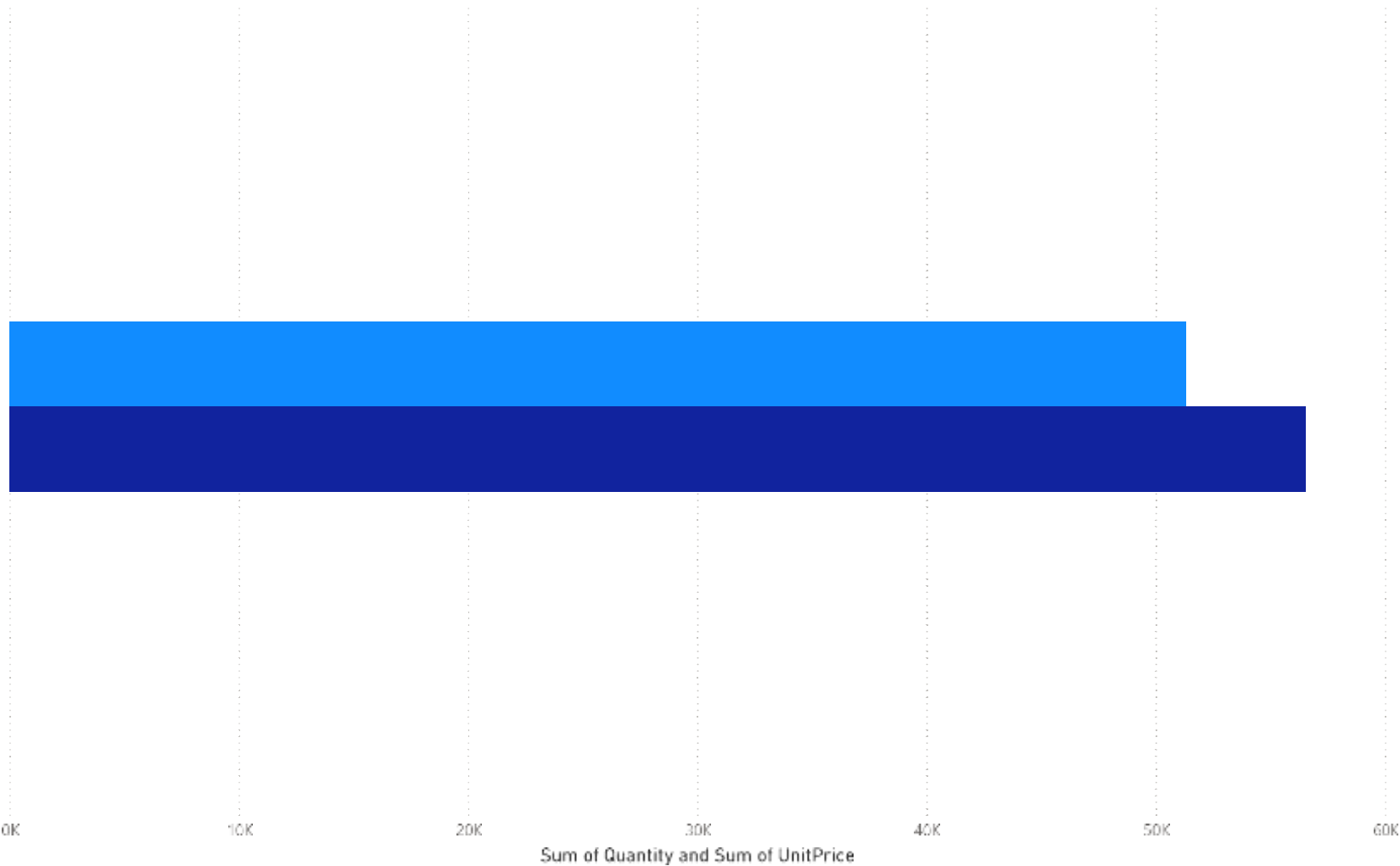**Order Volume Change Over Time**

Count of Region by ContactTitle

ContactTitle
- Sales Representative
- Marketing Manager
- Sales Manager
- Accounting Manager
- Order Administrator
- Coordinator Foreign Markets
- Export Administrator
- International Marketing Mgr.
- Marketing Representative
- Owner
- Product Manager
- Purchasing Manager
- Regional Account Rep.
- Sales Agent
- Wholesale Account Agent

Customers by Contact Title or Region

Sum of Quantity and Sum of UnitPrice

● Sum of Quantity ● Sum of UnitPrice

Sum of Quantity and Sum of UnitPrice

| 0K | 10K | 20K | 30K | 40K | 50K | 60K |

Distribution of Order Values

Count of ShippedDate by ShipRegion

ShipRegion (y-axis, top to bottom): SP, R., ID, OR, Cn. Cork, WA, Táchira, NM, BC, Essex, Québec, Lara, Nueva Esparta, AK, Isle of Wight, WY, CA, MT, DF

Count of ShippedDate (x-axis): 0, 100, 200, 300, 400, 500
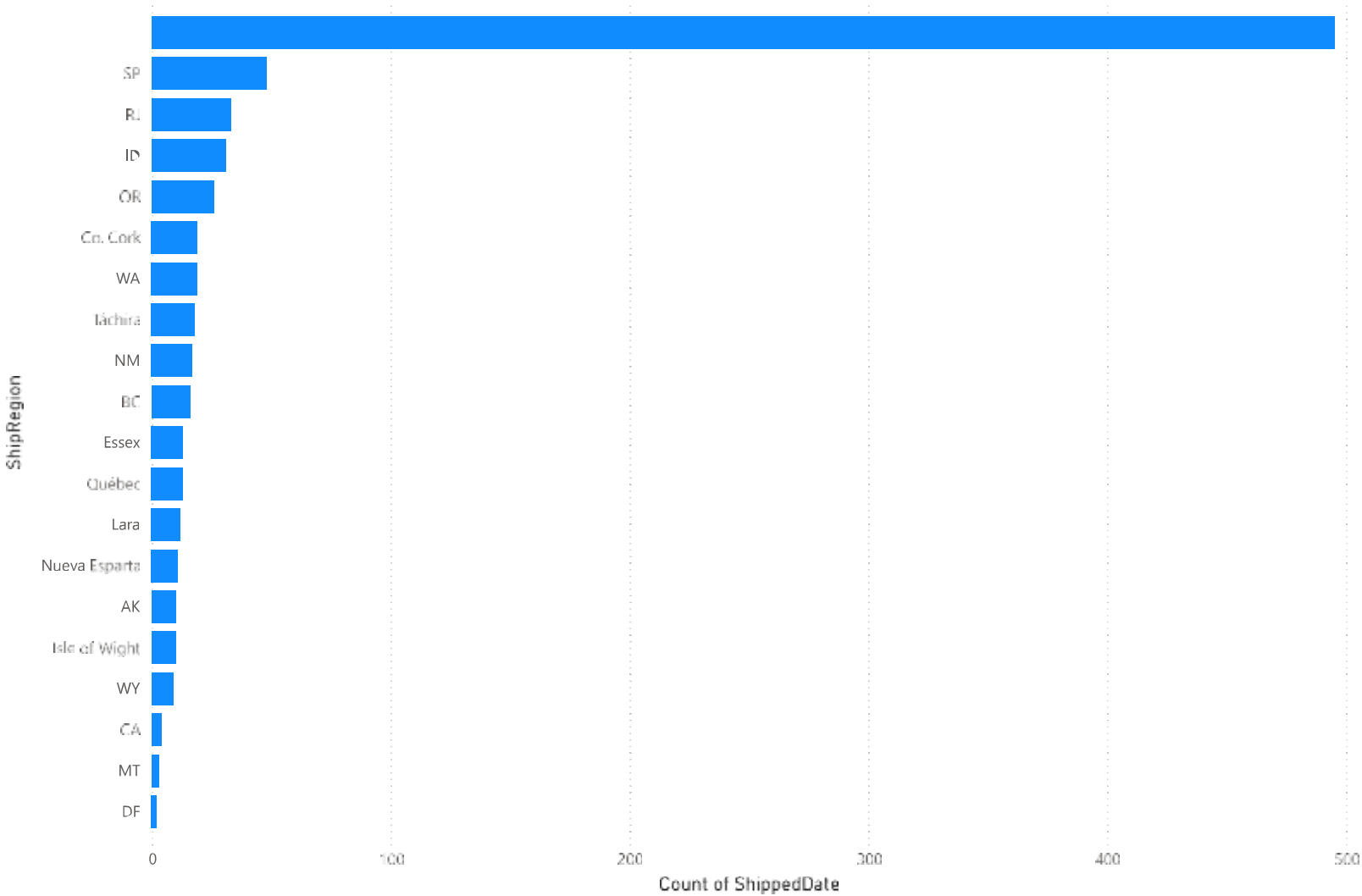
Average Order Shipping Duration

Count of EmployeeID by Year, Quarter, Month and Day
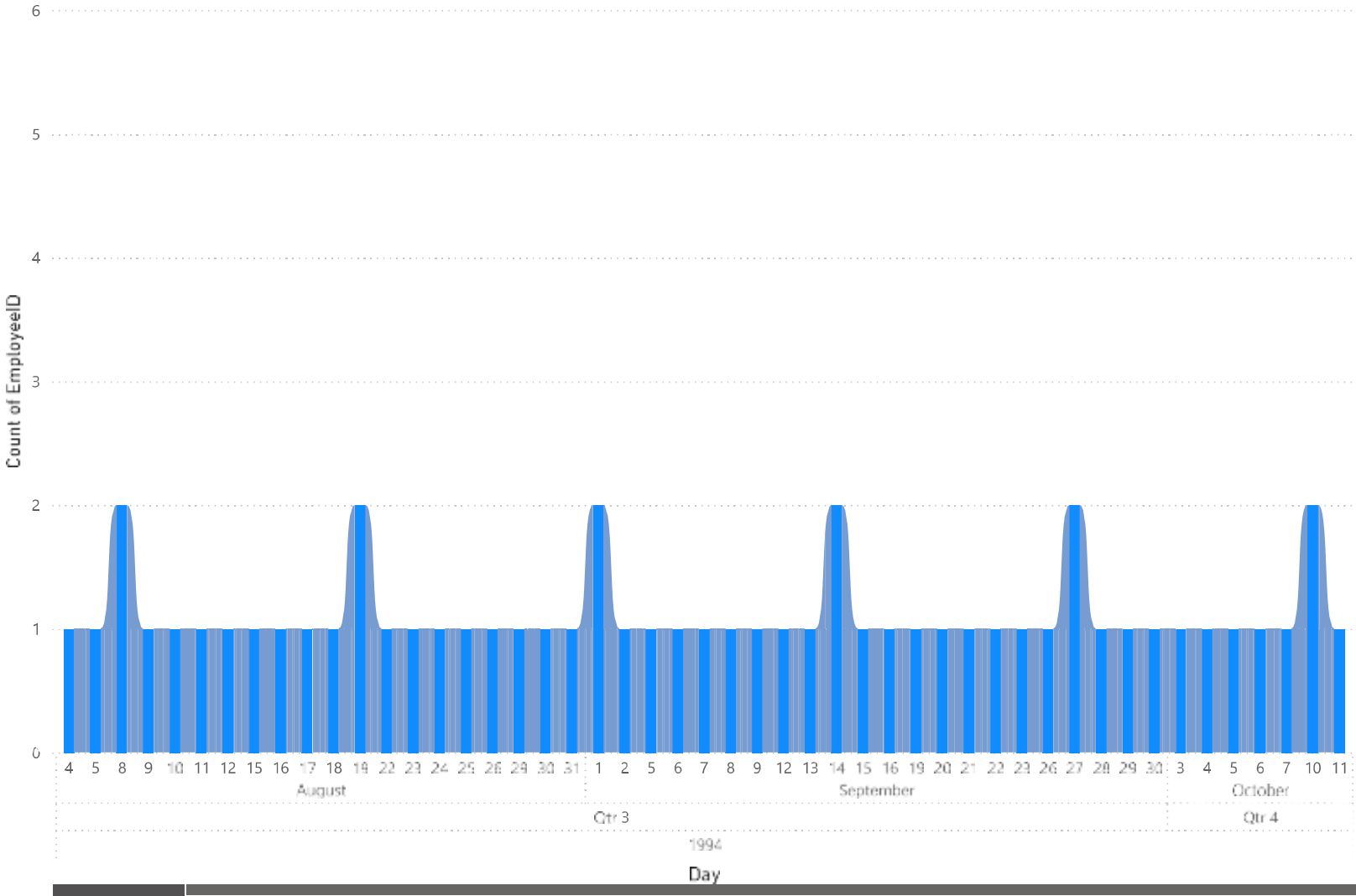
Employee Tenure Distributi on

Count of EmployeeID by Title and Region

Sales Representative

Inside Sales Coordinator

WA

WA

Vice President, Sales

WA

WA

Sales Manager
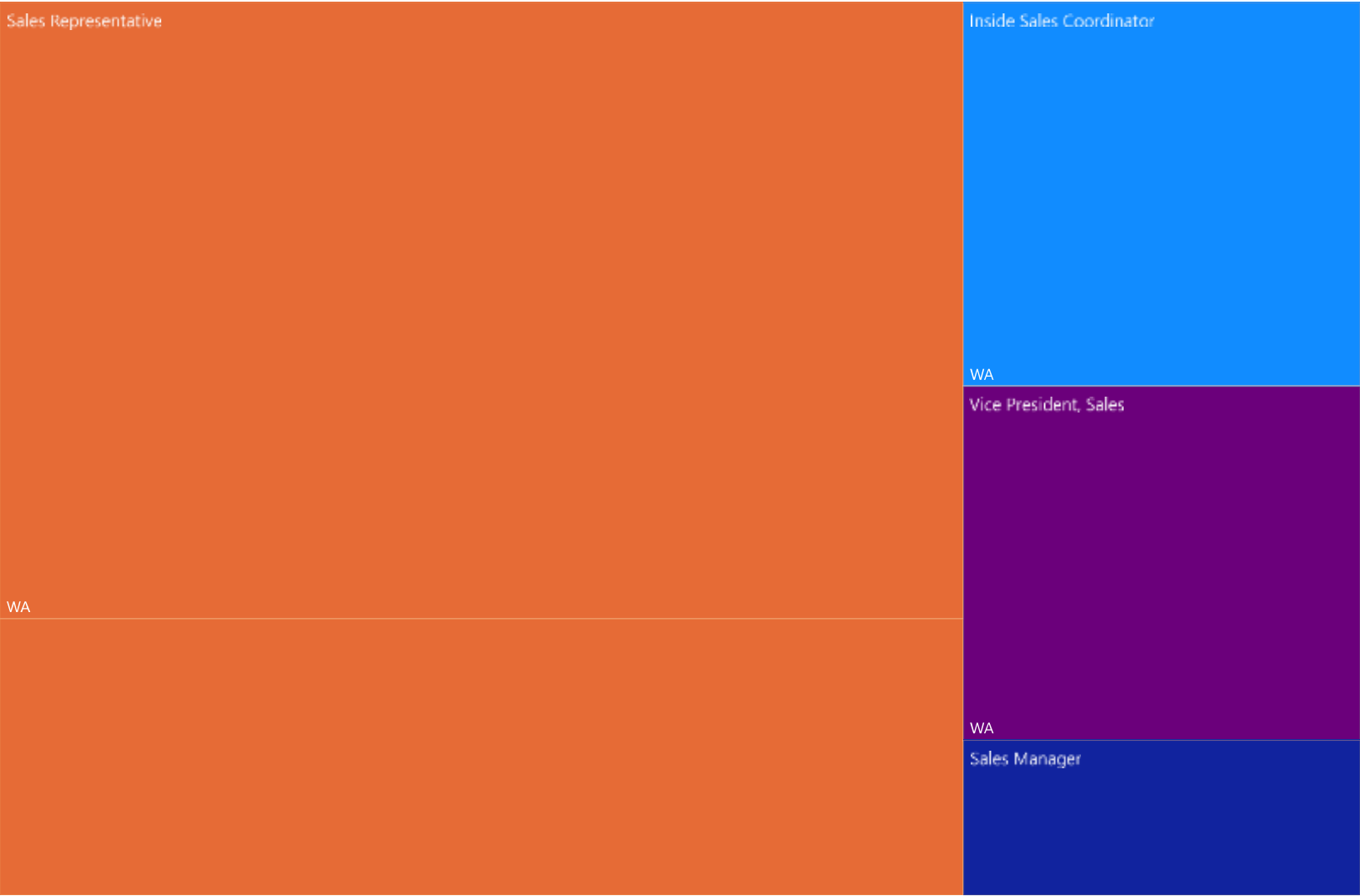
Employee Count by Job Title or Region

Sum of ReportsTo by EmployeeID and FirstName

FirstName ● Anne ● Janet ● Laura ● Margaret ● Michael ● Nancy ● Robert ● Steven
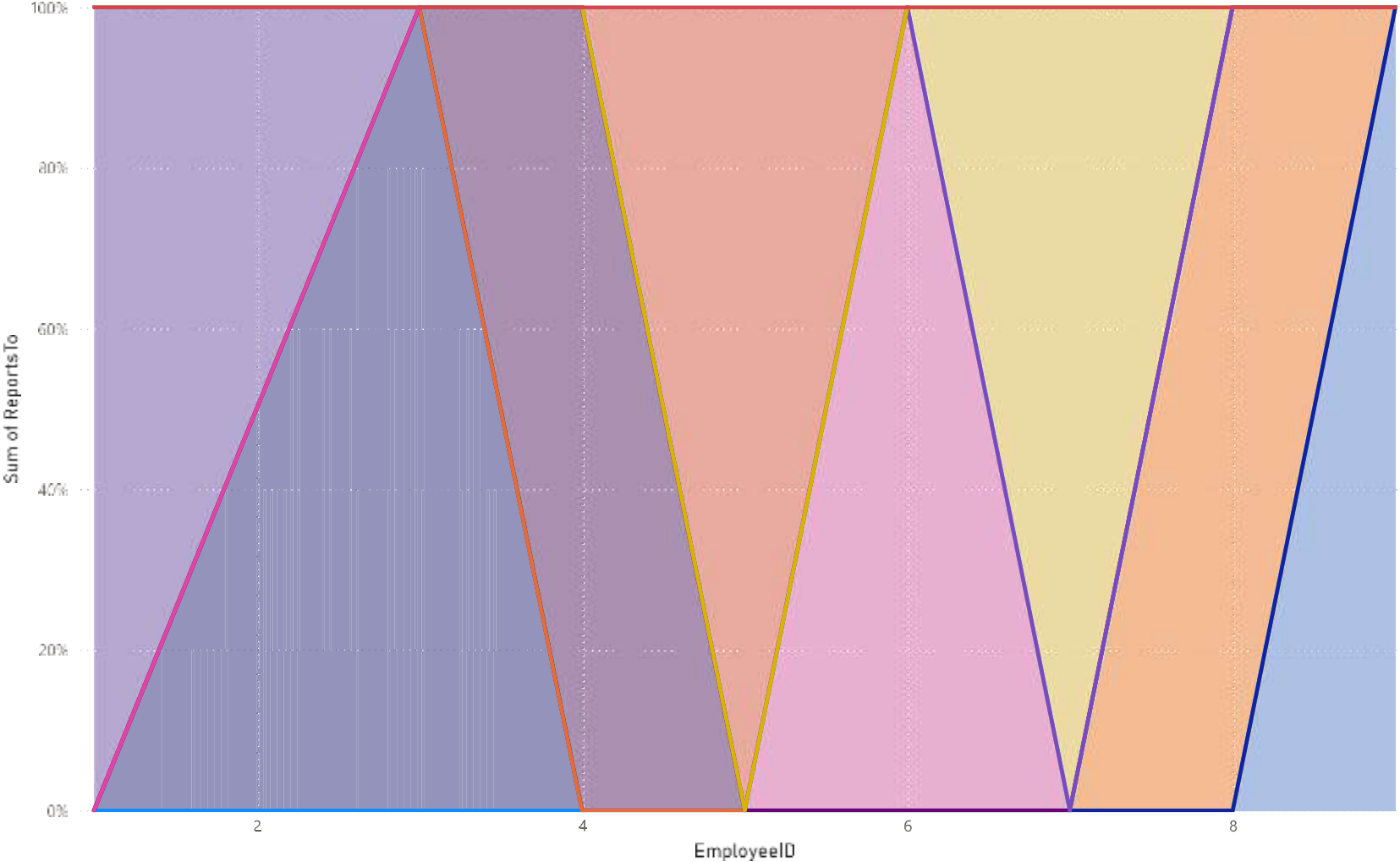
Employee Reporting Structure

Count of ProductName by Quantity

Quantity

Count of ProductName
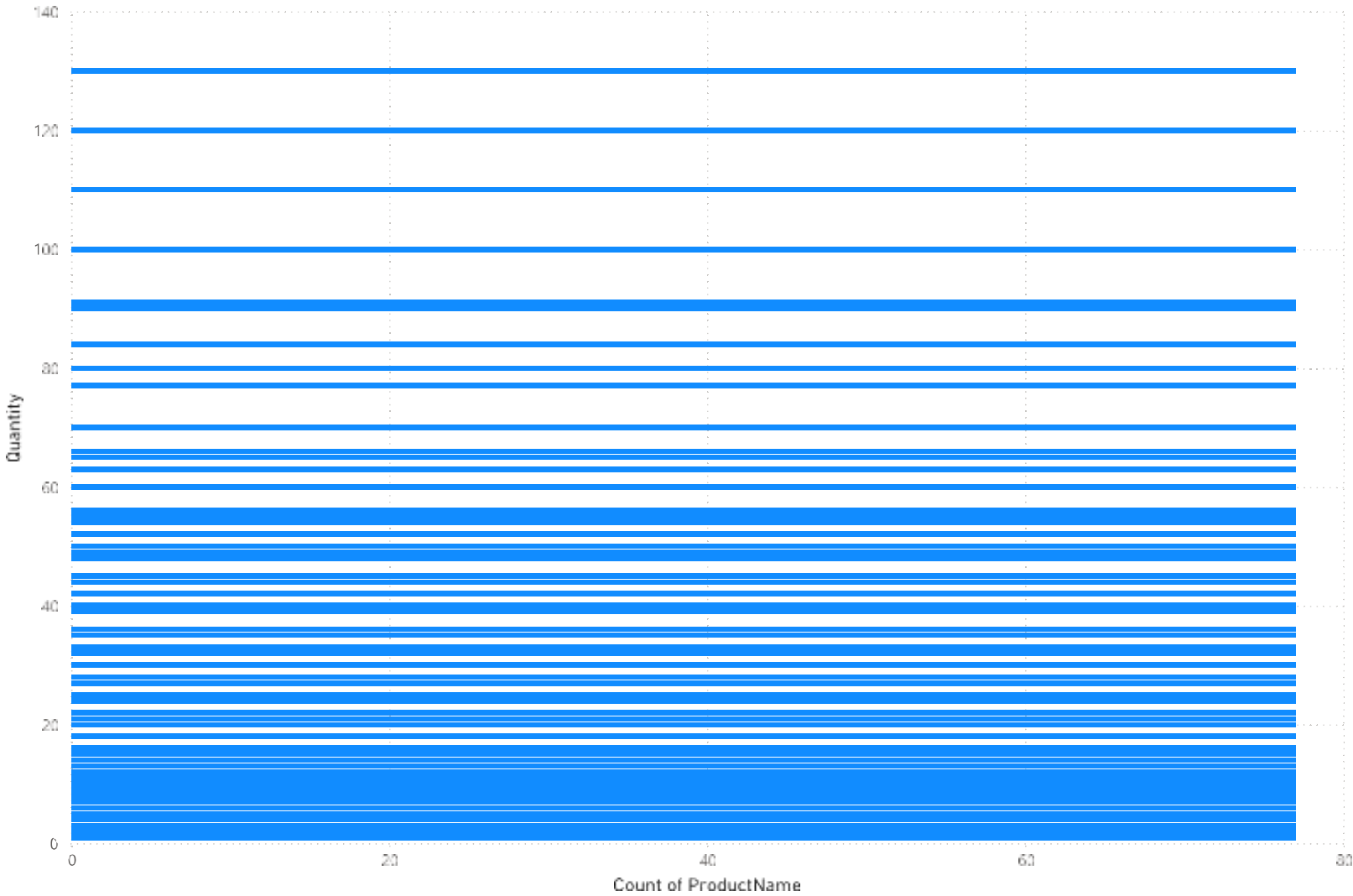
**Top-
Selling
Products
by
Volume**

Count of ProductName by CategoryName and Quantity
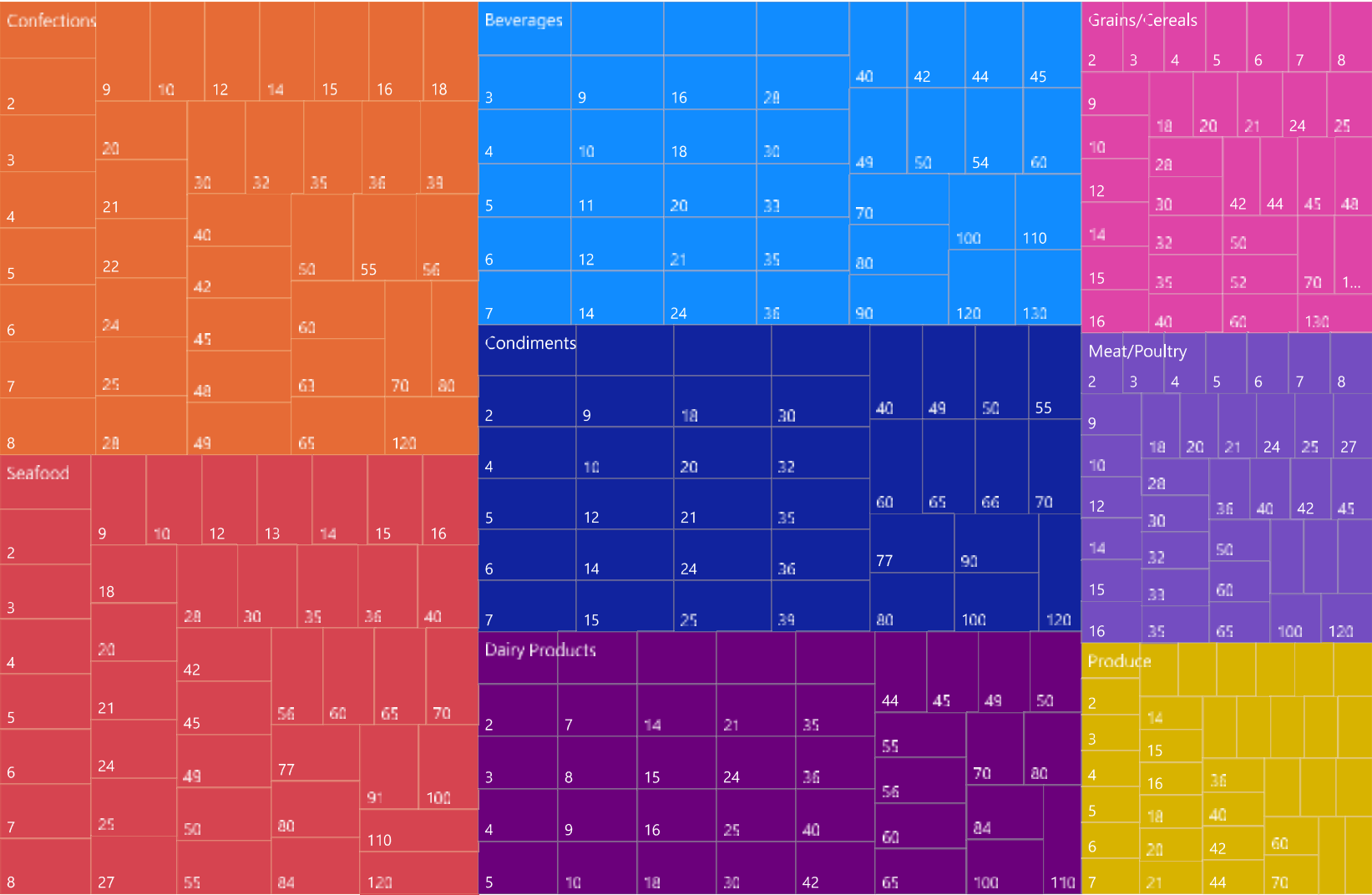
Sales Volume by Product Category

Quick measure

Sum of UnitPrice by ProductName
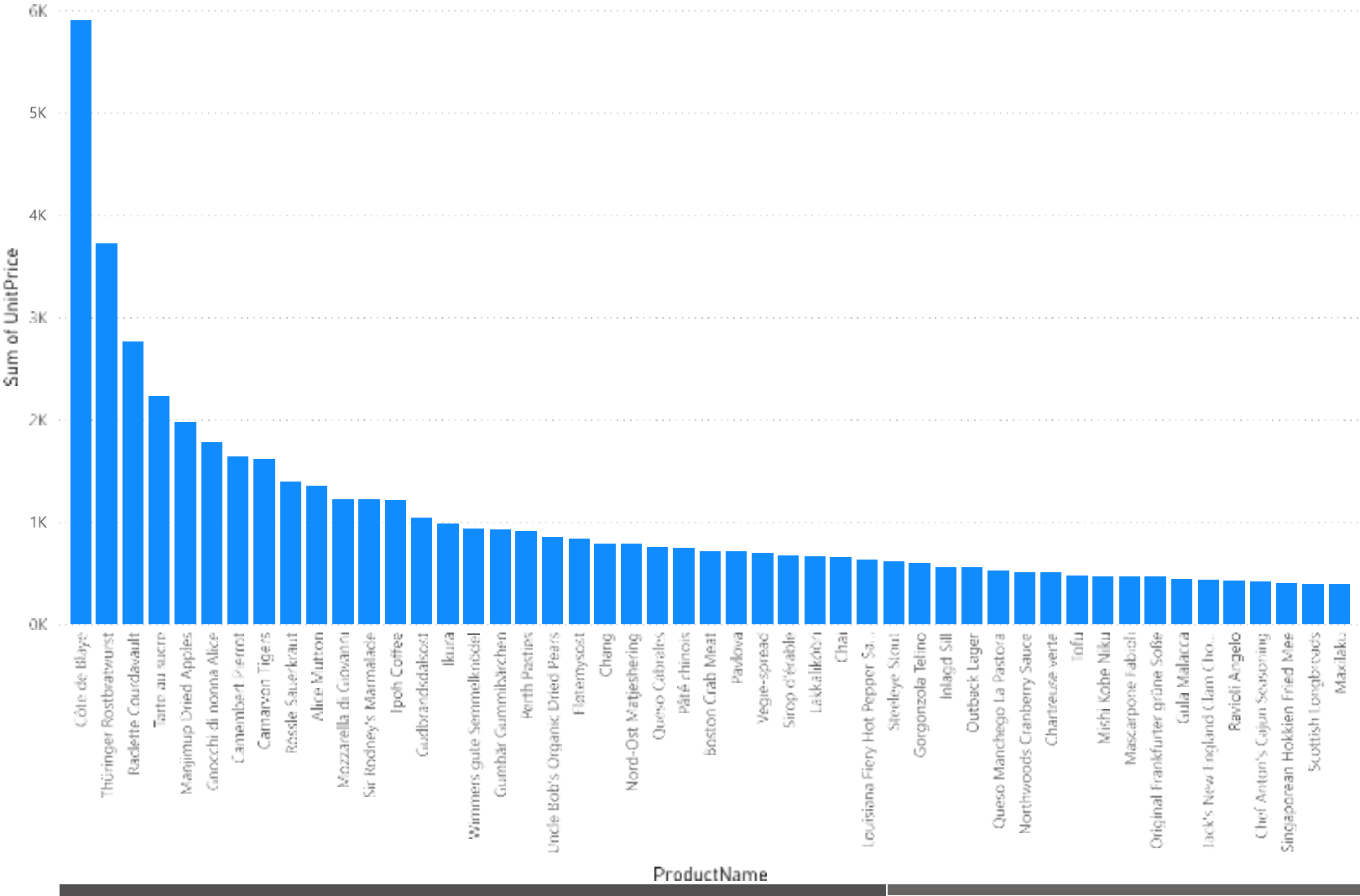
Product Pricing Distribution

Quick measure

Count of ProductID by SupplierID
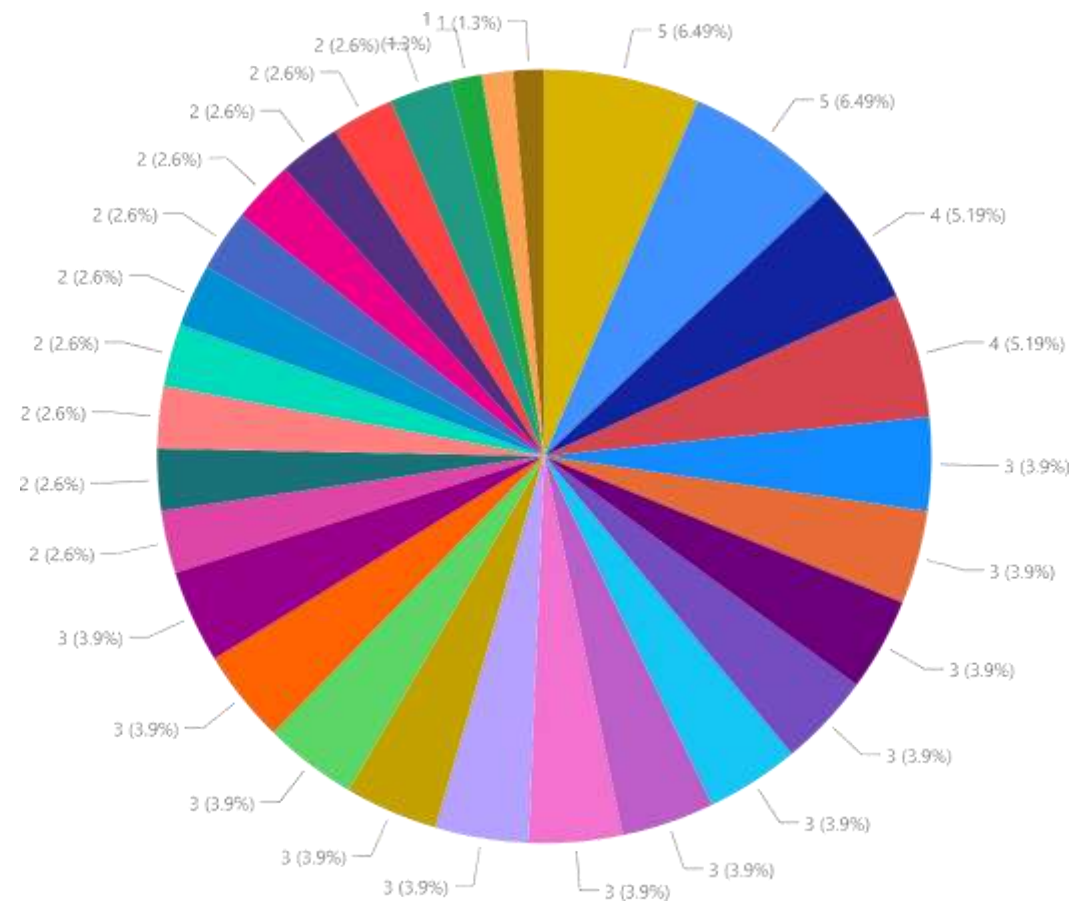
SupplierID
- 7
- 12
- 2
- 8
- 1
- 3
- 4
- 6
- 11
- 14
- 15
- 16
- 17
- 20
- 23
- 24
- 5
- 9
- 18
- 19
- 21
- 22
- 25
- 26
- 28

Product Count per Supplier

Quick measure

Sum of UnitPrice by ContactName and ProductName

ProductName ● Alice M... ● Aniseed... ● Boston ... ● Camem... ● Carnarv... ● Chai ● Chang ● Chartre... ● Chef An... ● Chef An... ● Chocola... ● Côte de ... ● Escargot... ▶

Sum of UnitPrice (y-axis: 0%, 20%, 40%, 60%, 80%, 100%)

ContactName (x-axis): Guylene Nodier, Martin Bein, Ian Devling, Yoshi Nagase, Peter Wilson, Regina Murphy, Wendy Mackenzie, Petra Winkler, Eliane Noz, Shelley Burke, Chandra Leka, Elio Rossi, Chantal Goulet, Beate Vileid, Michael Björn, Antonio del Valle Saavedra, Giovanni Giudici, Anne Heikkonen, Charlotte Cooper, Cheryl Saylor, Mayumi Ohno, Jean-Guy Lauzon, Lars Peterson, Robb Merchant, Sven Petersen, Dirk Luchte, Niels Petersen, Marie Delamare, Carlos Diaz

Quick measure

Pricing Variation Across Suppliers

Country and City

City ● Ann Arbor ● Annecy ● Bend ● Berlin ● Boston ● Cuxhaven ● Frankfurt ● Göteborg ● Lappeenranta ● London ● Lyngby ● Manchester ● Melbourne ● Montceau ▷

Geographical Distribution of Suppliers

EDA Problem Statements

Total In stock
51

Unit Out Stock
10

Max Discount
0.25

Average OrderID
10.66K

Average of UnitPrice by Country and City

City ● Ann Arbor ● Annecy ● Bend ● Berlin ● Boston ● Cuxhaven ● Frankfurt ● Göteborg ● Lappeenranta ● London ▶

Description
Breads, crackers, pasta, and cereal
Breads, crackers, pasta, and cereal
Breads, crackers, pasta, and cereal
Breads, crackers, pasta, and cereal
Breads, crackers, pasta, and cereal
Breads, crackers, pasta, and cereal
Breads, crackers, pasta, and cereal
Breads, crackers, pasta, and cereal
Total

Max Unit Price by ProductName
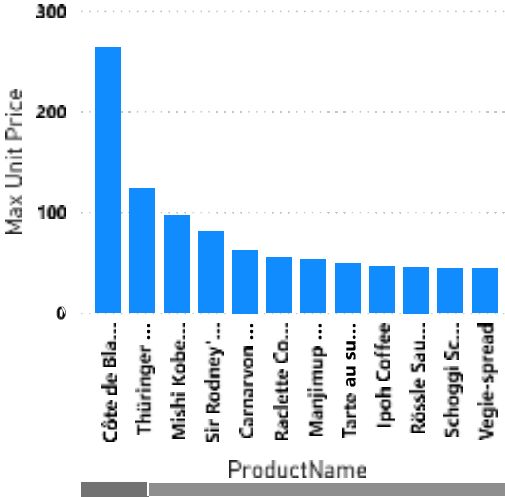
Max of Quantity by CategoryName and City

● Increase ● Decrease ● Total ● Other

Min of OrderID by Region

Region
● MI
● OR
● Victoria
● Québec
● LA
● MA
● NSW
● Asturias
● los angles

10K (11.11%) · 10K (11.12%) · 10K (11.11%) · 10K (11.12%) · 10K (11.11%) · 10K (11.11%) · 10K (11.11%) · 10K (11.11%) · 10K (11.11%)

Total customerID

13

Total EmployeeID

122

Total Quantity

43

Max UnitPrice

263...
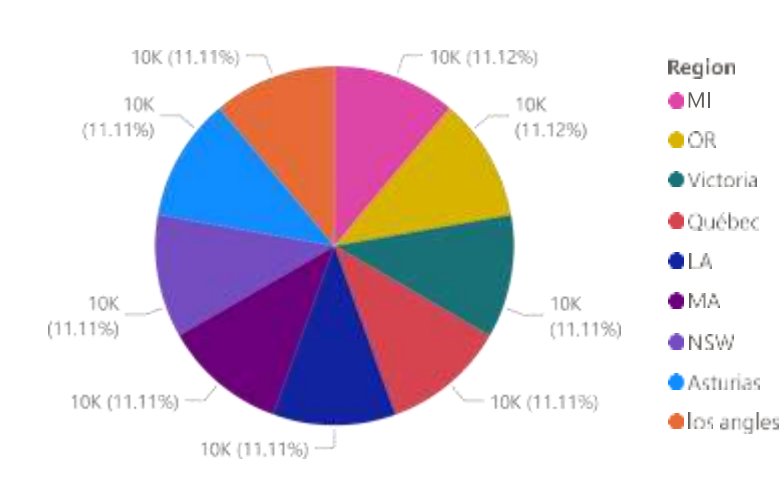
First City by Country and Region

Region ● Asturias ● LA ● los angles ● MA ● MI ● NSW ● OR ● Québec ● Victoria

NORTH AMERICA

EUROPE

ASIA

AFRICA

SOUTH AMERICA

AUSTRALIA

Pacific Ocean

Atlantic Ocean

Indian Ocean

Pacific Ocean

STRALIA

Microsoft Bing

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Sum of ReorderLevel by ProductName

Sum of ReorderLevel

30

10

0

Boston Cra... Gnocchi di... NuNuCa N... Outback La... Queso Cab... Schoggi Sc... Valkoinen s... Wimmers g... Aniseed Sy... Chang Chocolade

ProductName

Count of ShipCity and Max of OrderID by ShipCountry

● Count of ShipCity ● Max of OrderID

Count of ShipCity

100

50

0

Germany USA Brazil France UK Venezuela Austria Sweden Canada Italy Mexico Spain Finland Belgium Ireland Denmark Switzerland Argentina Portugal Poland Norway

ShipCountry

Max of OrderID

11080

11060

11040

11020

11000

Max of OrderID and Count of UnitPrice by ProductName
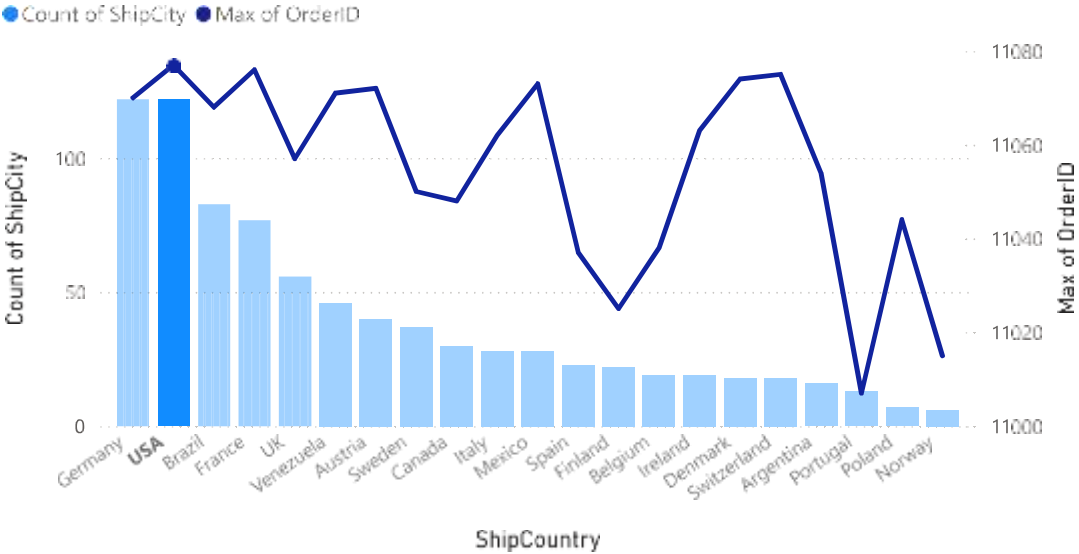
(0%) 11K (1.3%)
11K (1.25%) 11K (1.3%)
11K (1.28%) 11K (1.3...)
11K (1.2...) 11K (1...)
11K (1...) 11K
11K (1.3%)
11K (1.3%) 11K (1.3%)
11K (1.29%) 11K (1.3%)
11K (1...) 11K (1...)
11K (1.28%) 11K (1.28...)
11K (1.29%) 11K (1.29%)
11K (1.3%) 11K (1.26%)

ProductName
● Aniseed Syrup
● Camembert Pierrot
● Chang
● Chartreuse verte
● Chef Anton's Cajun Se...
● Filo Mix
● Grandma's Boysenberr...
● Ikura
● Jack's New England Cl...
● Konbu
● Louisiana Hot Spiced ...
● Mascarpone Fabioli