

Sales Analytics – Author Analysis



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.



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.



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.



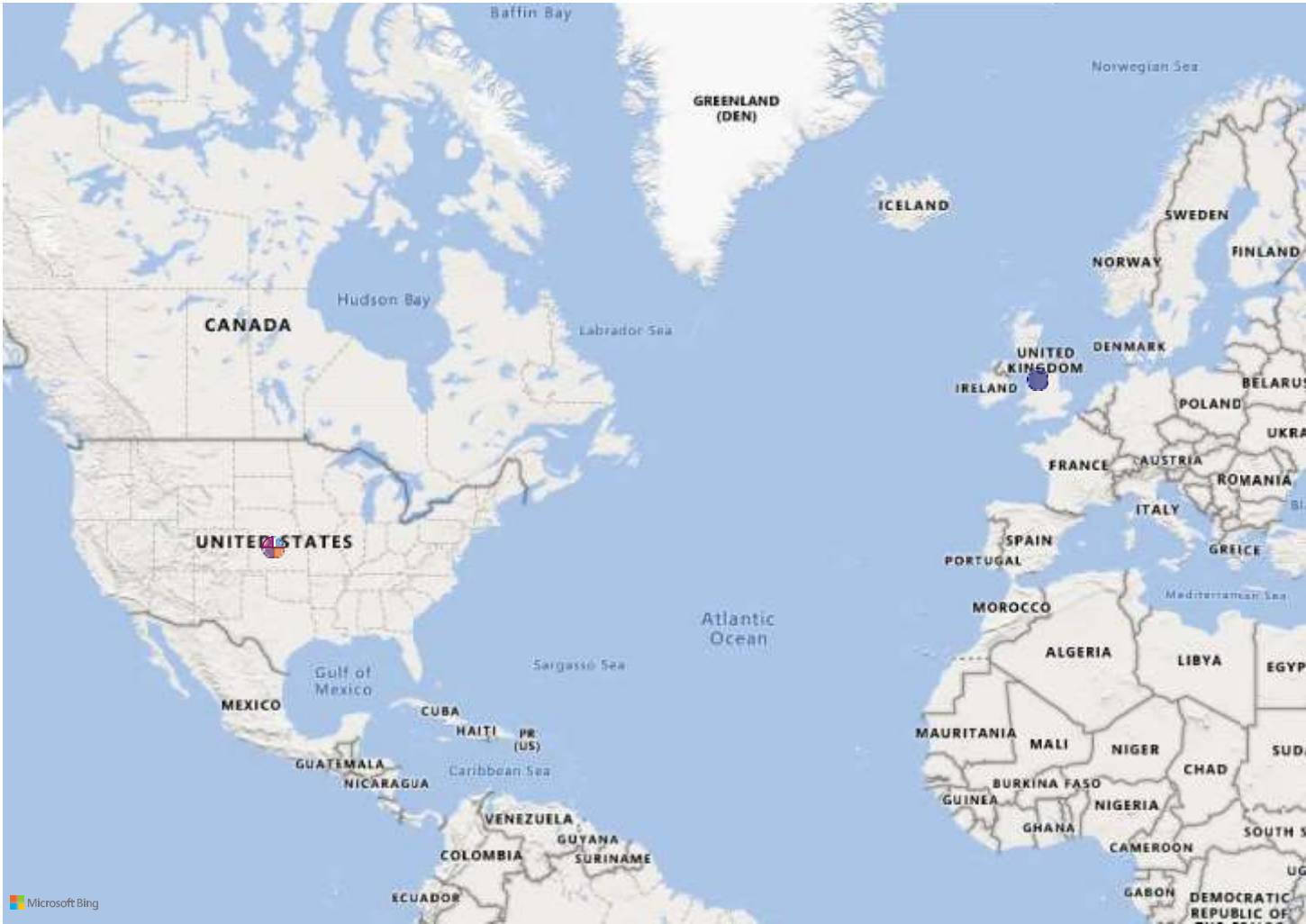
The Power BI dashboard, along with the report and presentation, will serve as a powerful tool for the publishing company's stakeholders. It will empower them to make informed decisions, optimize book sales strategies, foster author collaborations, and enhance the overall business performance in the competitive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



Power BI Problem Statements

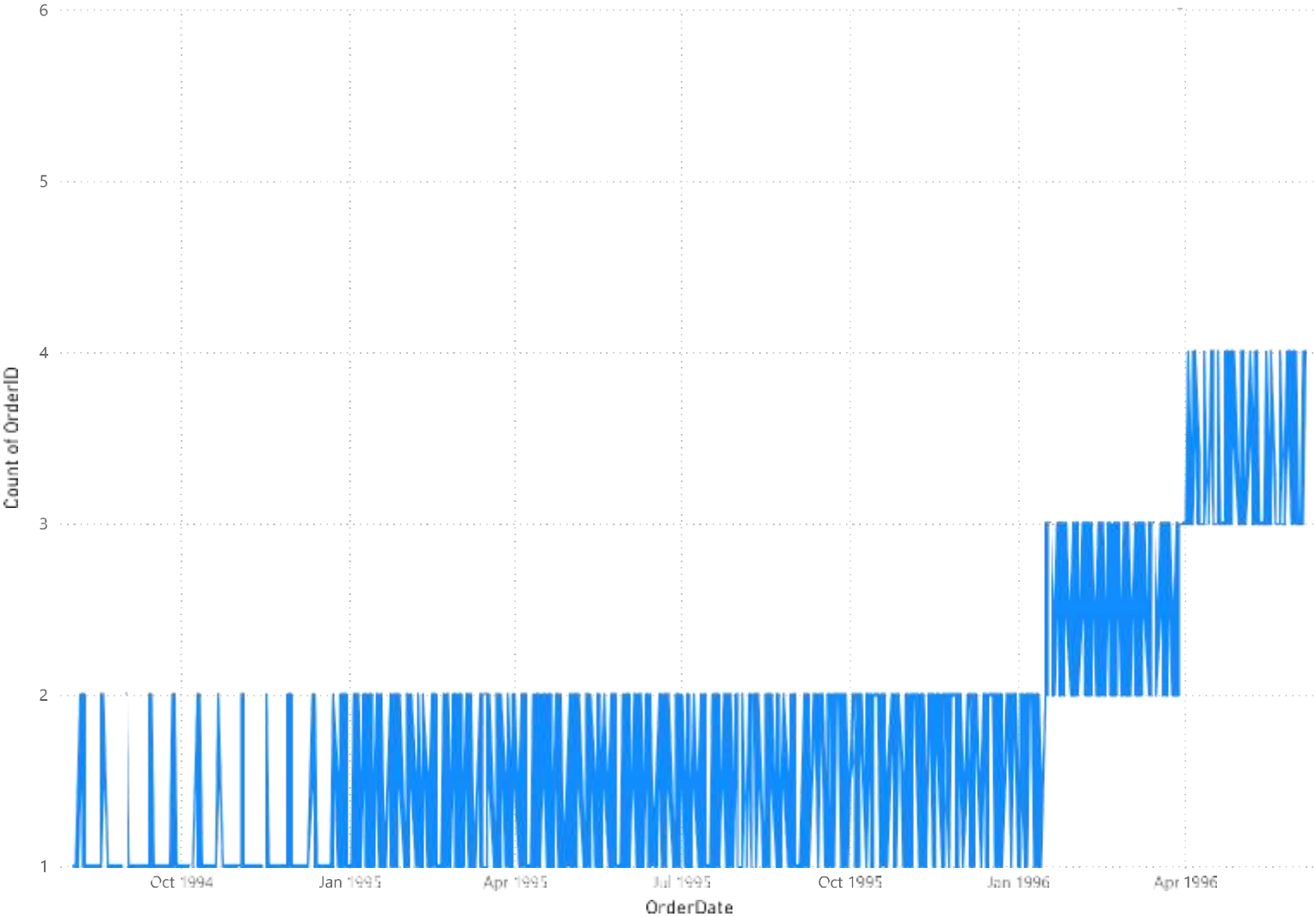
Count of CustomerID by Country and City

City ● Kirkland ● London ● Redmond ● Seattle ● Tacoma



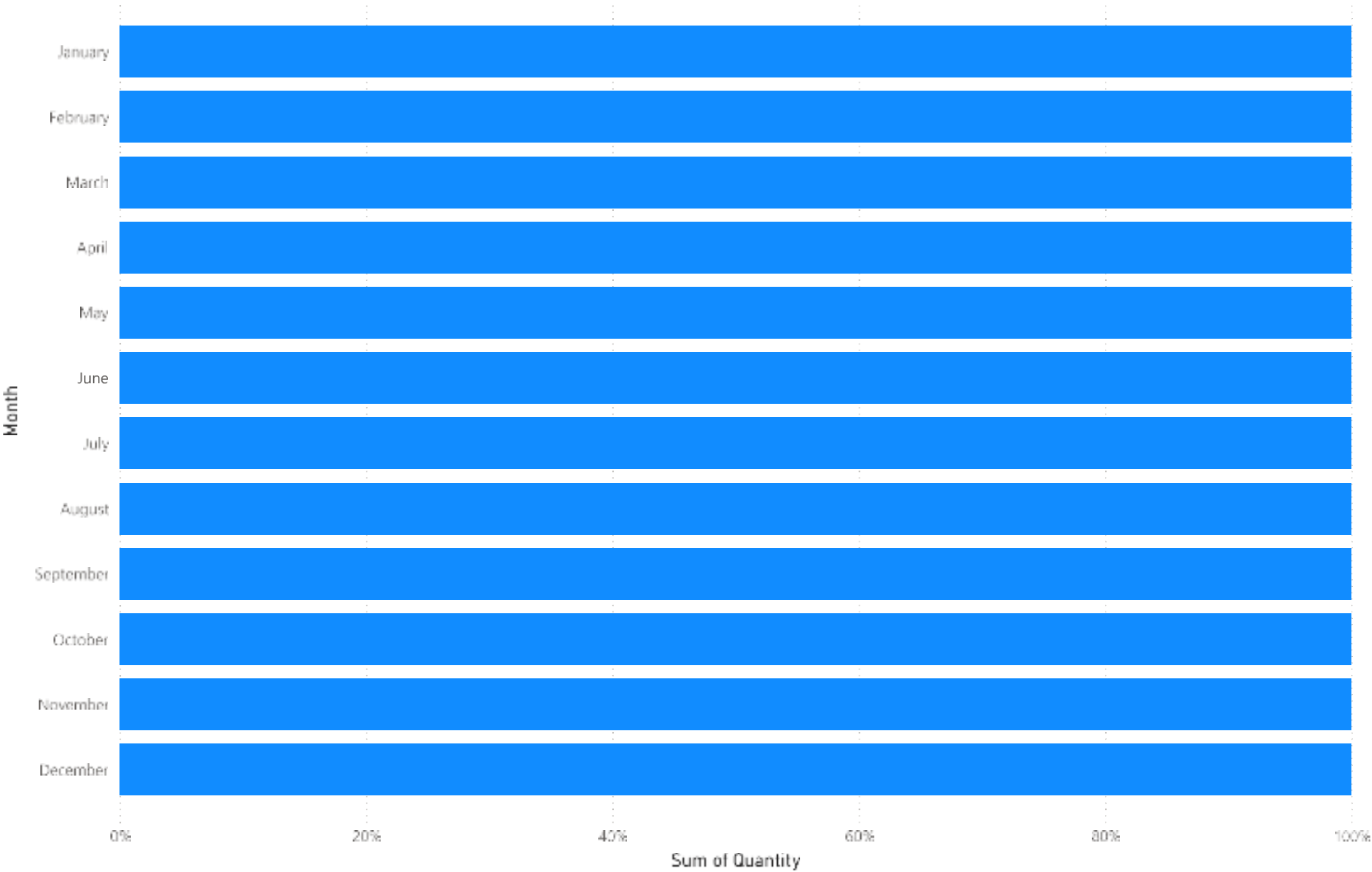
Customer Distribution by Country or City

Count of OrderID by OrderDate



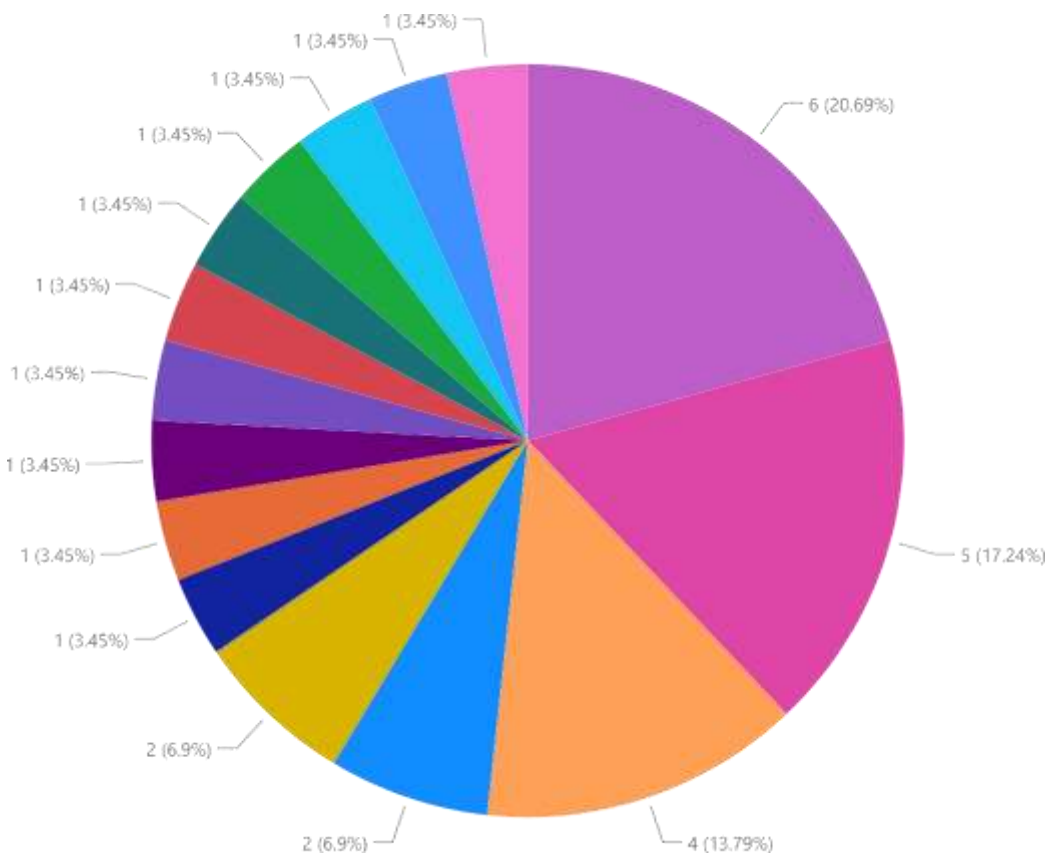
**Trend in
Customer
Orders
Over Time**

Sum of Quantity by Month



Order
Volum
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Chang
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Time

Count of Region by ContactTitle

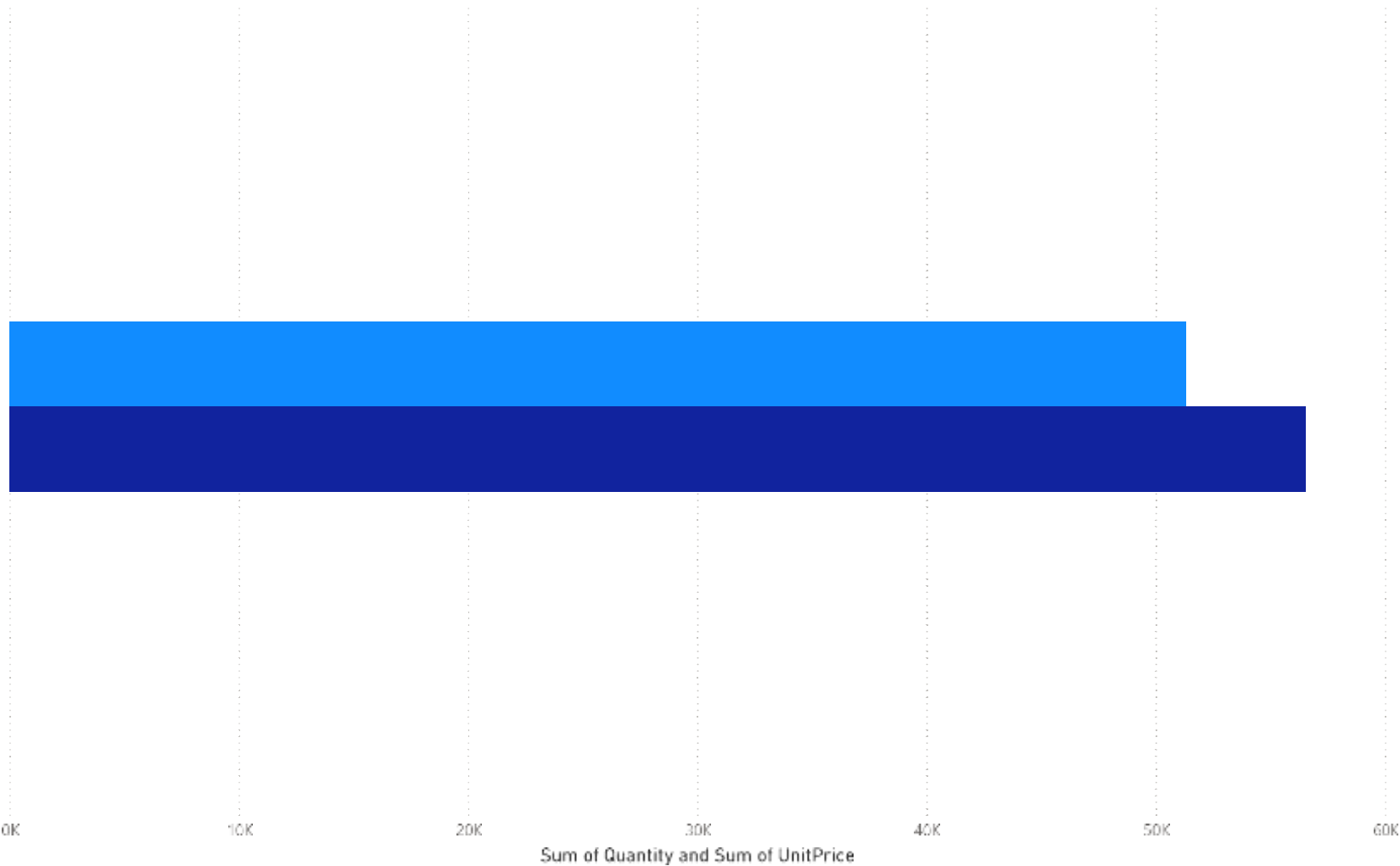


- ContactTitle**
- Sales Representative
 - Marketing Manager
 - Sales Manager
 - Accounting Manager
 - Order Administrator
 - Coordinator Foreign Markets
 - Export Administrator
 - International Marketing Mgr.
 - Marketing Representative
 - Owner
 - Product Manager
 - Purchasing Manager
 - Regional Account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

Customers by Contact Title or Region

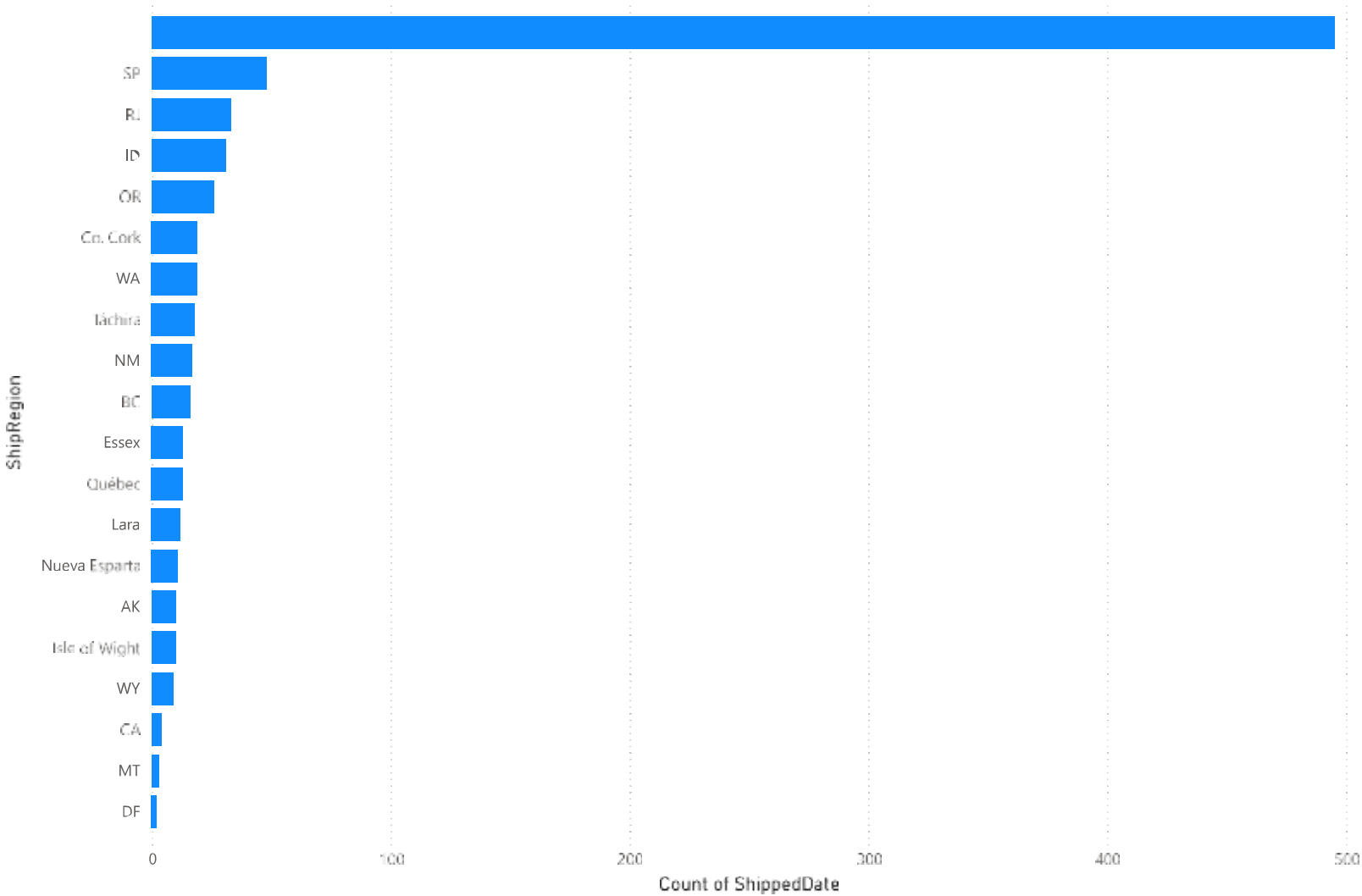
Sum of Quantity and Sum of UnitPrice

● Sum of Quantity ● Sum of UnitPrice



Distrib
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of
Order
Values

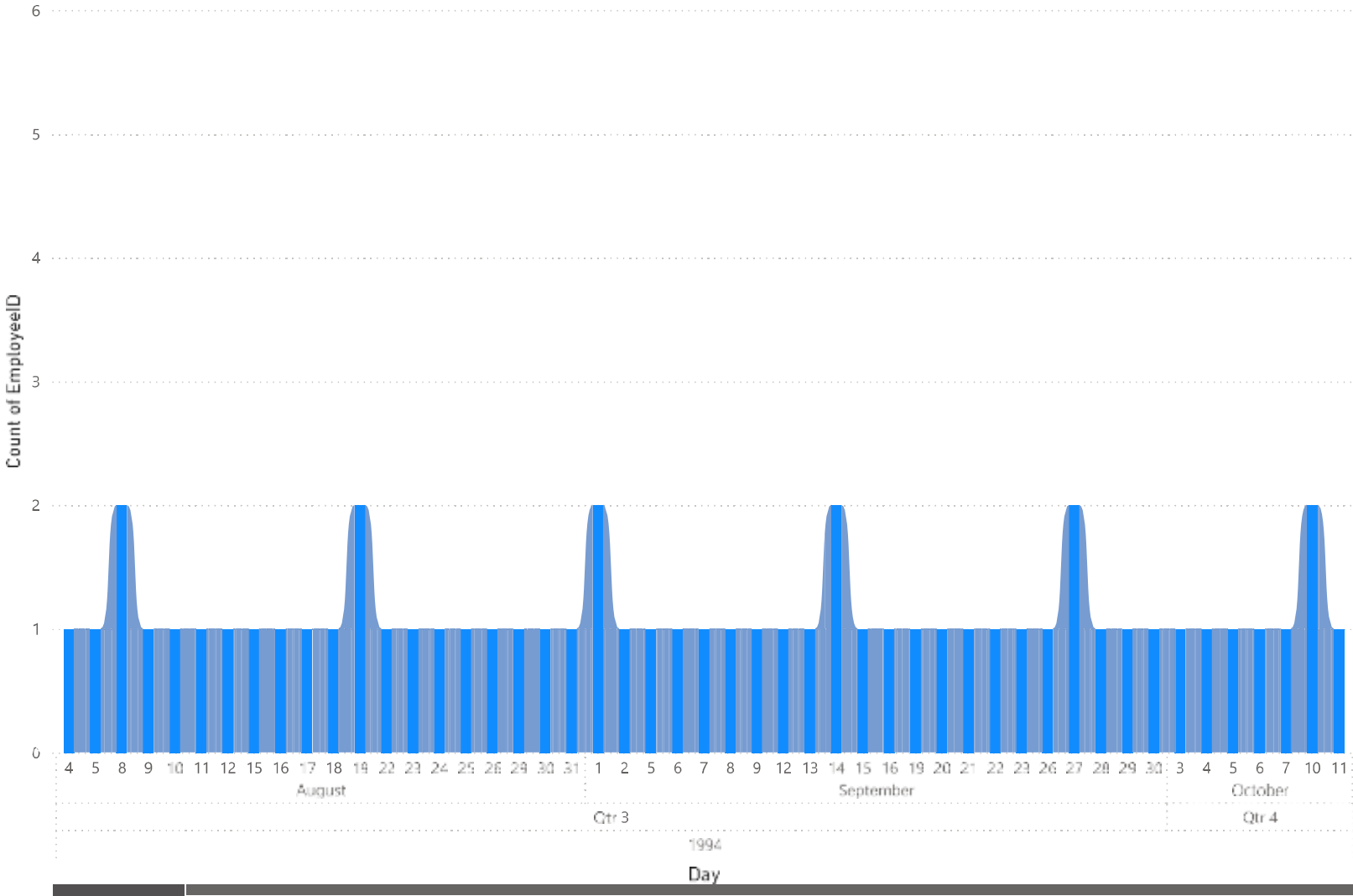
Count of ShippedDate by ShipRegion



Average
Order
Shipping
Duration

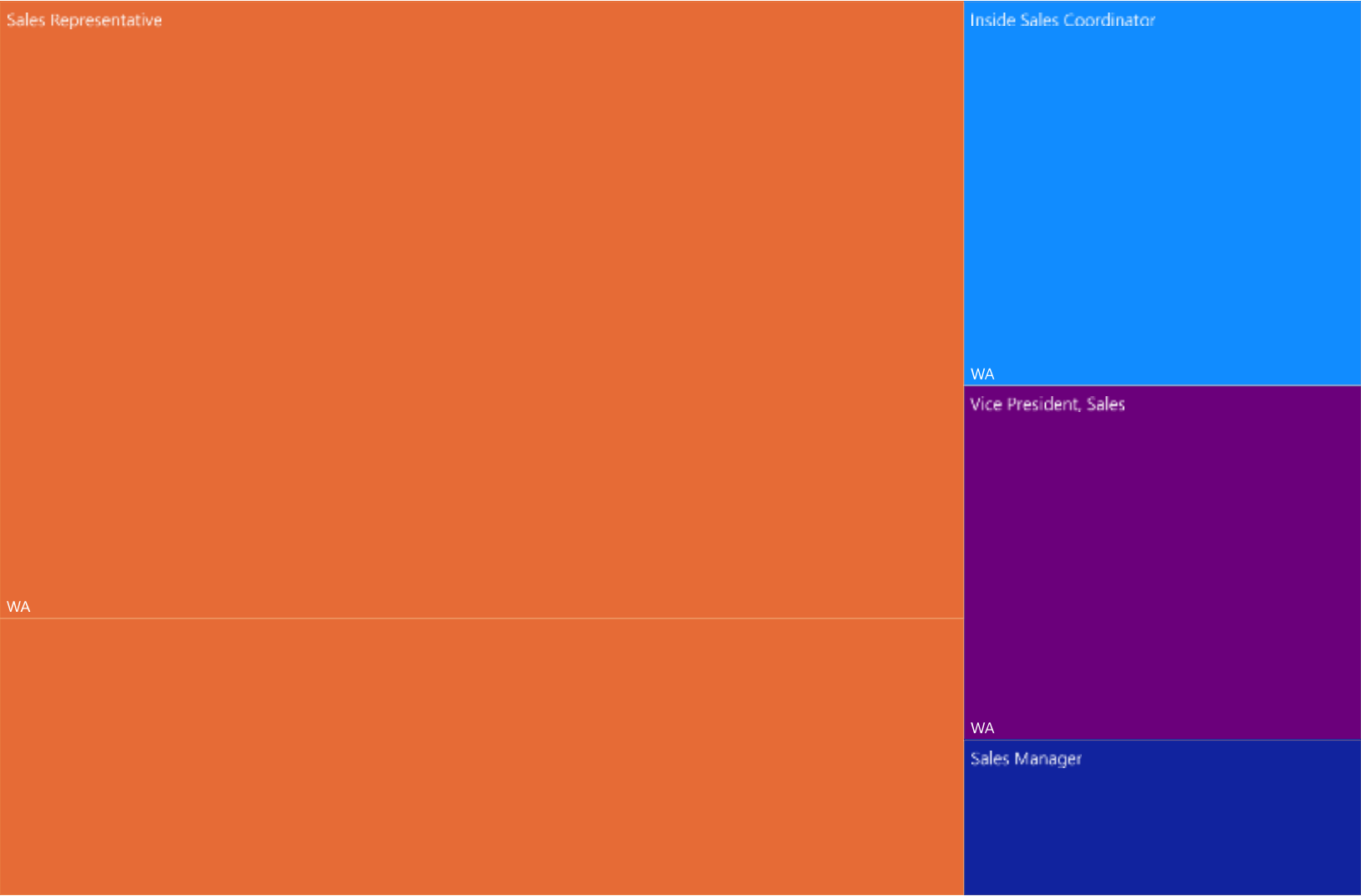
» Quick measure

Count of EmployeeID by Year, Quarter, Month and Day



Employee Tenure Distributi on

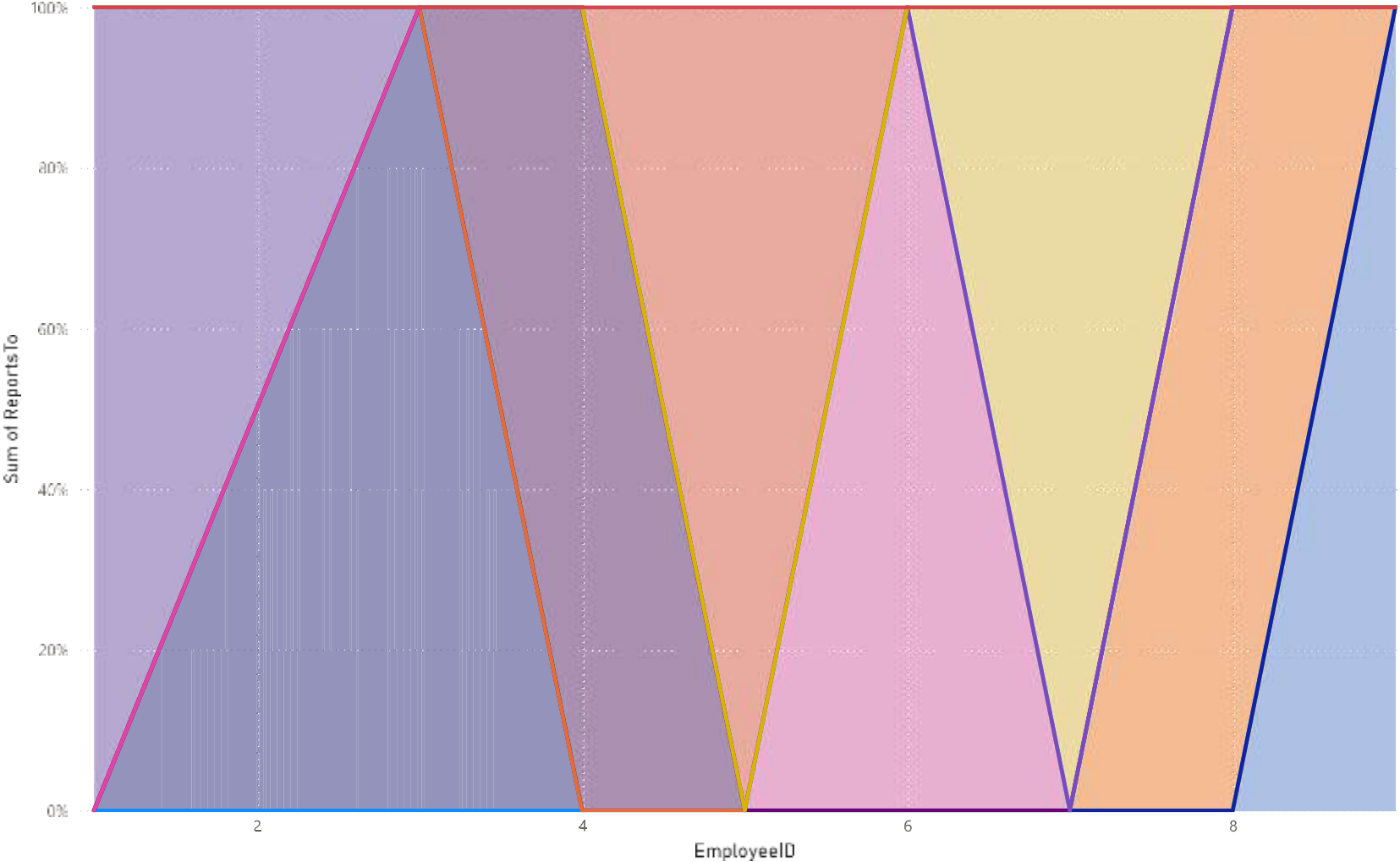
Count of EmployeeID by Title and Region



Employee Count by Job Title or Region

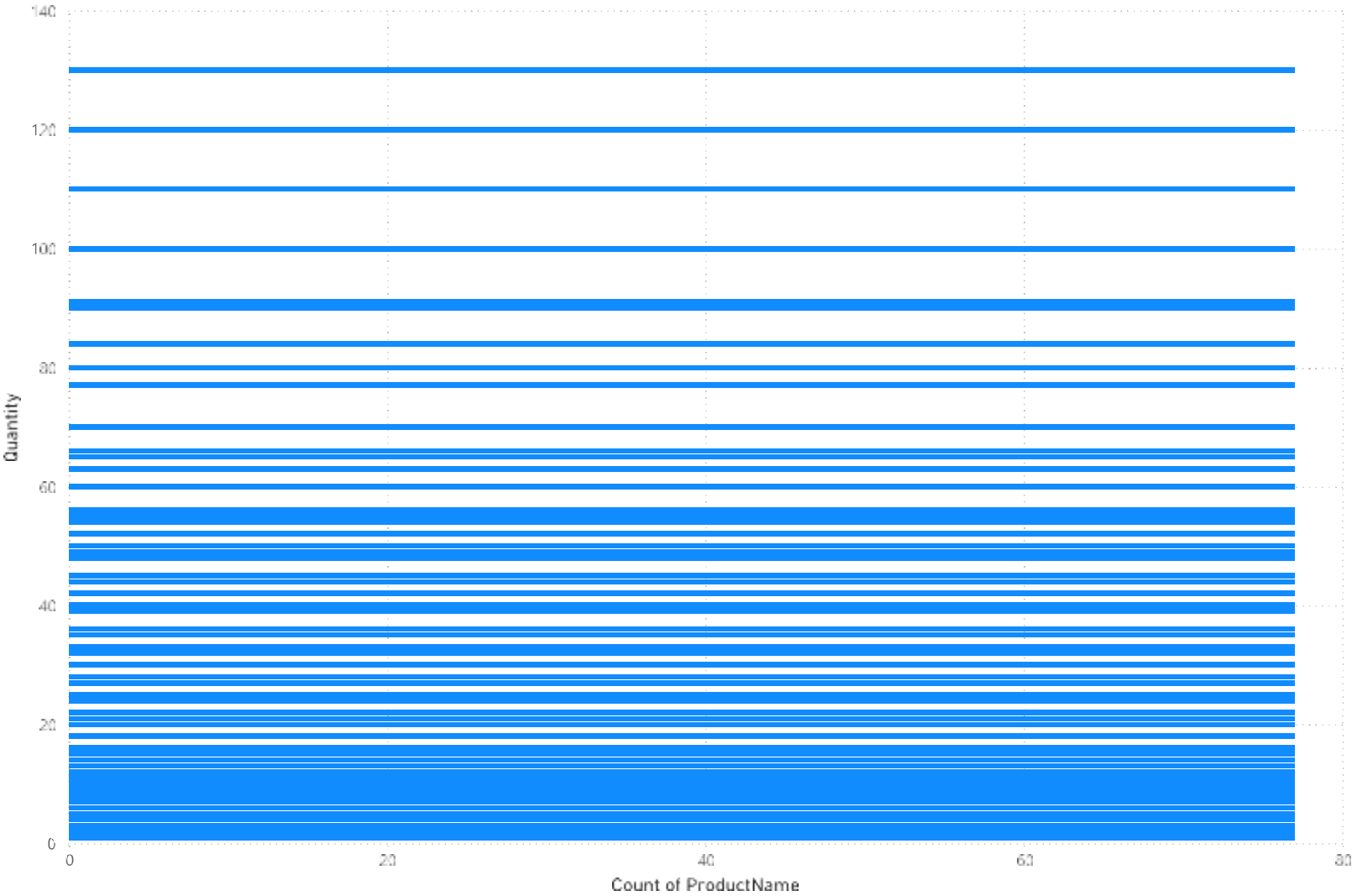
Sum of ReportsTo by EmployeeID and FirstName

FirstName Anne Janet Laura Margaret Michael Nancy Robert Steven



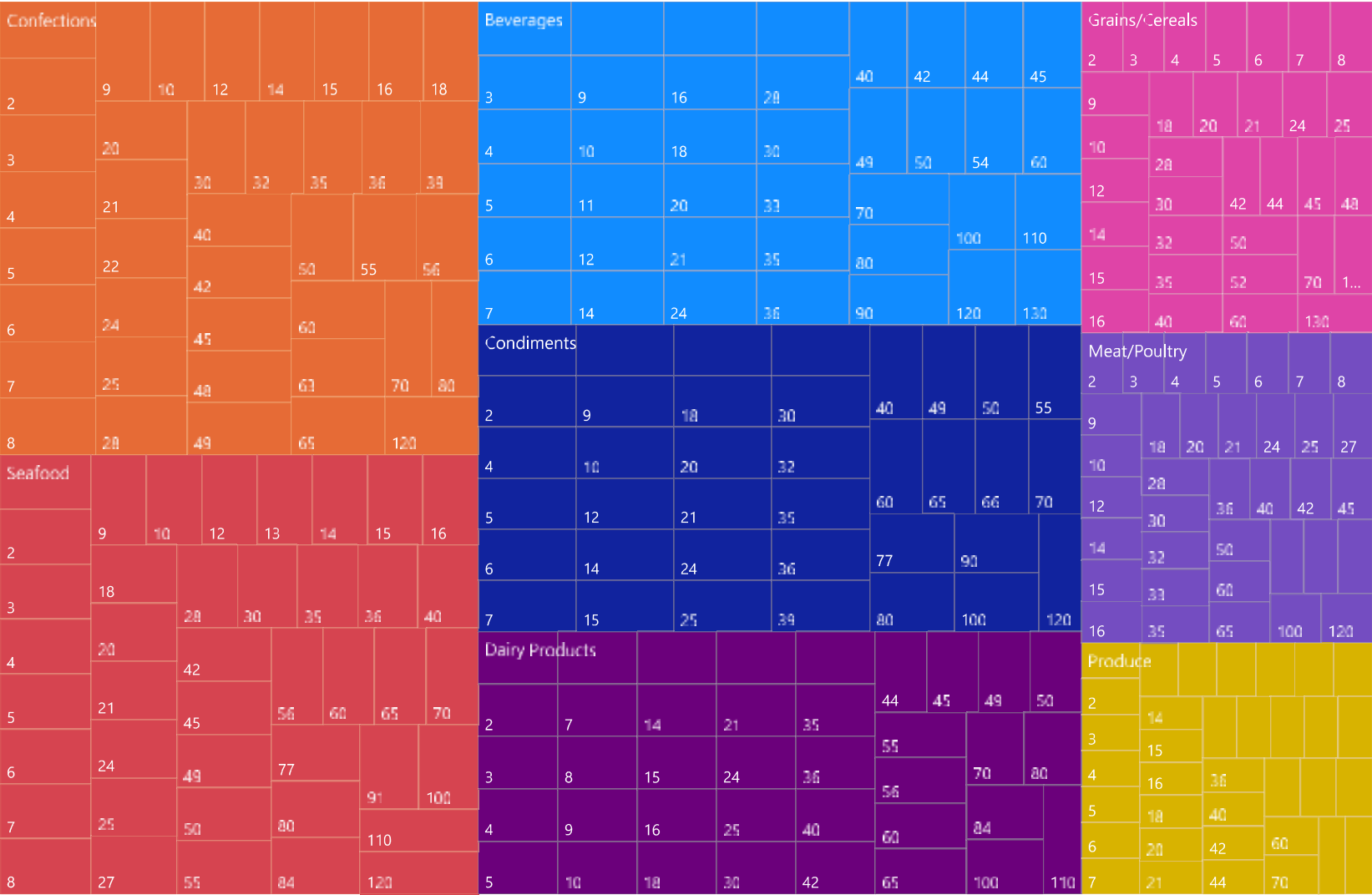
Employee Reporting Structure

Count of ProductName by Quantity



Top-Selling Products by Volume

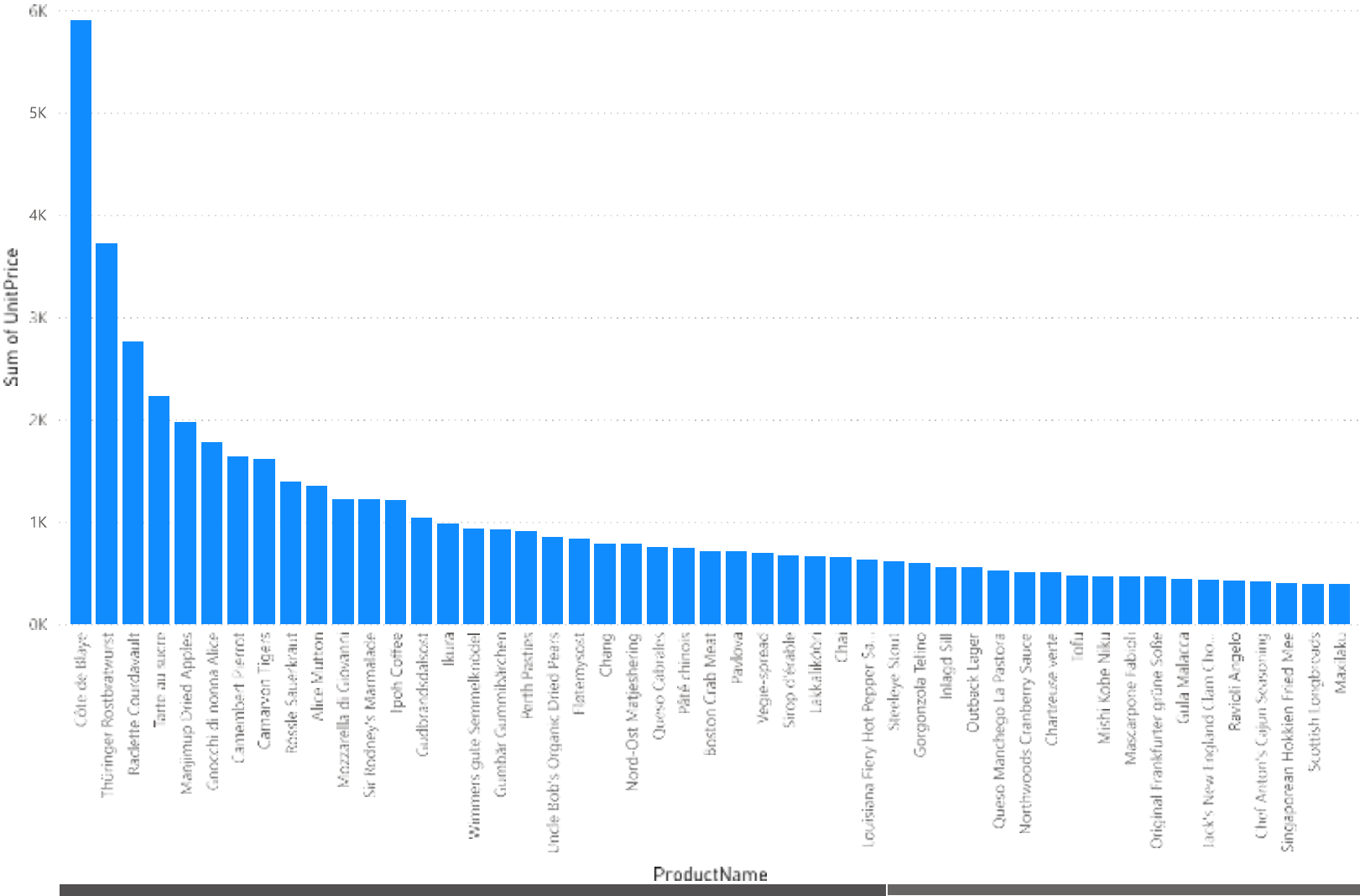
Count of ProductName by CategoryName and Quantity



Sales
Volume
by
Product
Category

» Quick measure

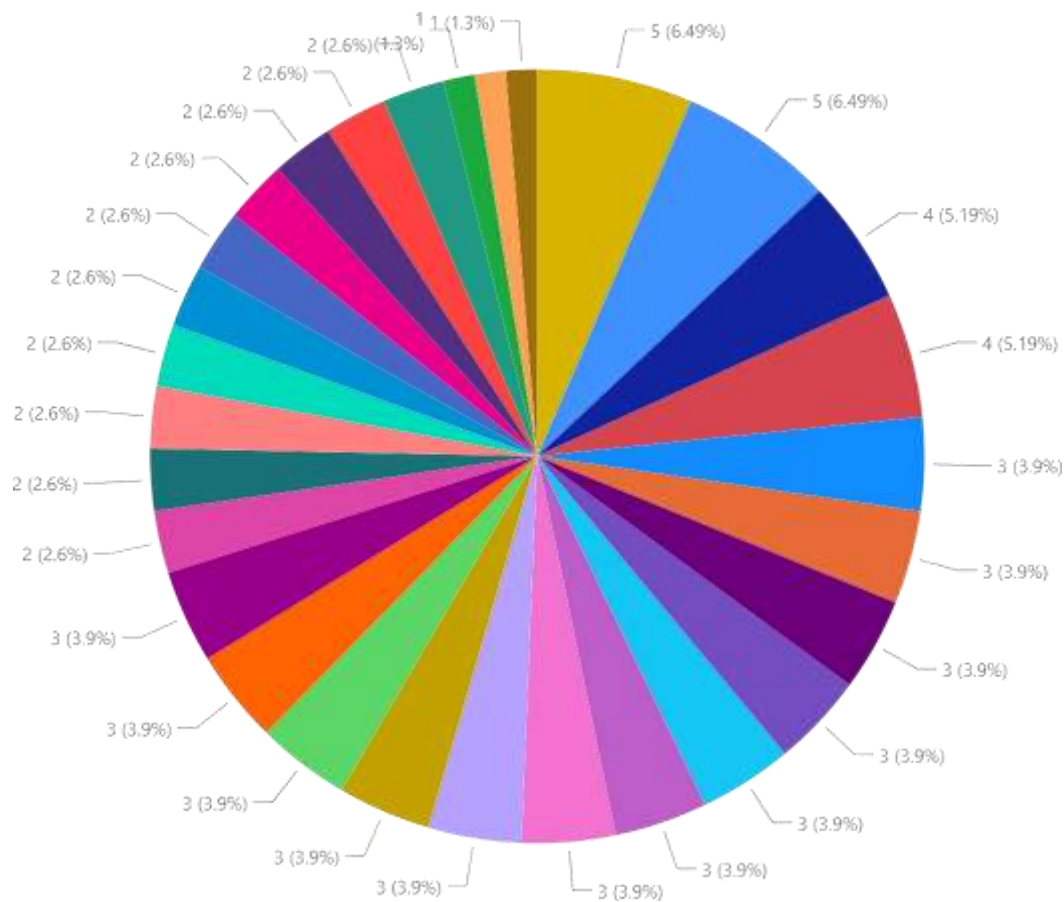
Sum of UnitPrice by ProductName



Product Pricing Distribution

» Quick measure

Count of ProductID by SupplierID



SupplierID

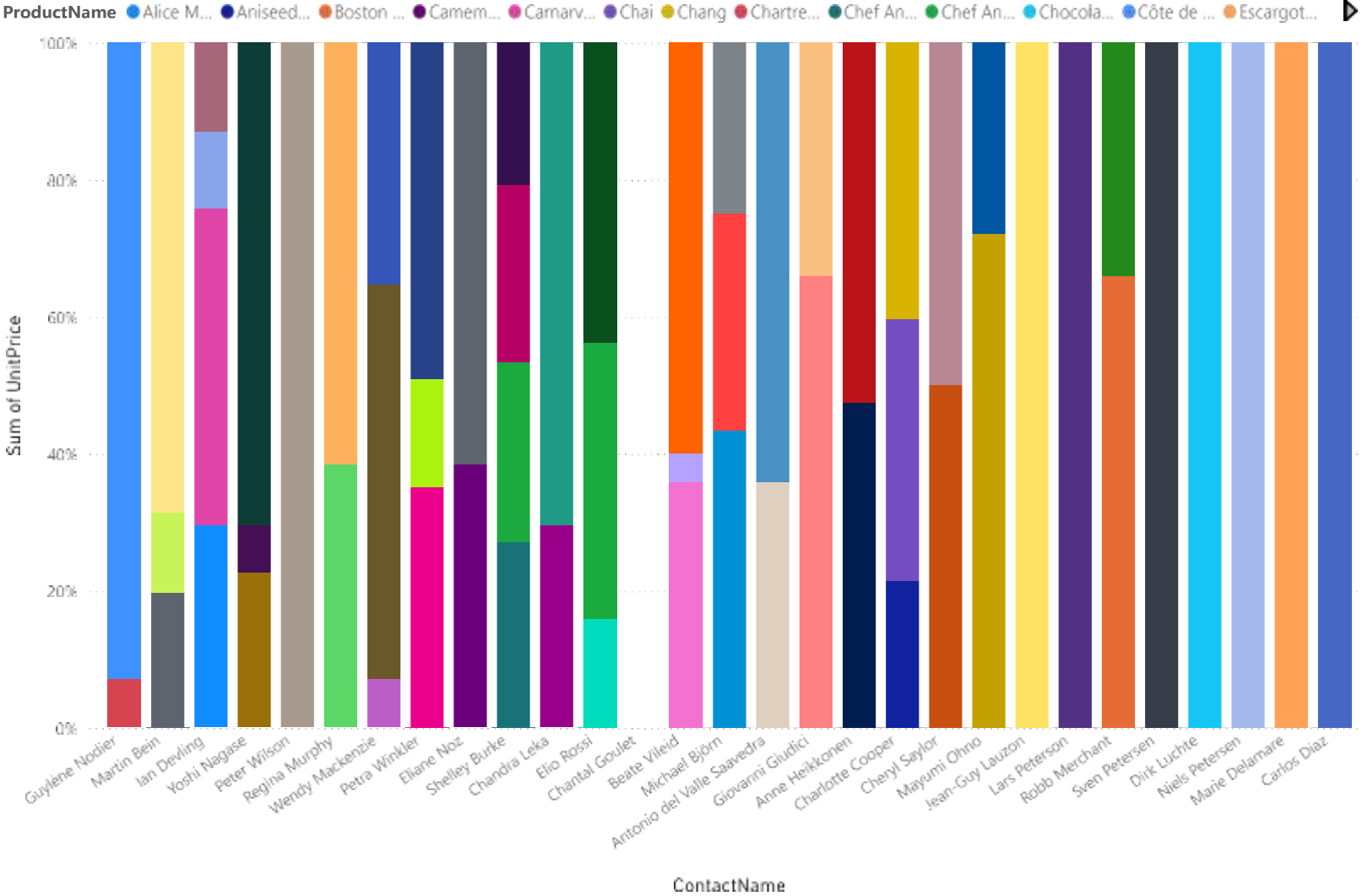
- 7
- 12
- 2
- 8
- 1
- 3
- 4
- 6
- 11
- 14
- 15
- 16
- 17
- 20
- 23
- 24
- 5
- 9
- 18
- 19
- 21
- 22
- 25
- 26
- 28

Product Count per Supplier



Quick measure

Sum of UnitPrice by ContactName and ProductName



Pricing
Variation
n Across
Supplier
s

» Quick measure

Country and City

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



Quick measure

Geographical Distribution of Suppliers

THANK YOU