

# 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.



**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.

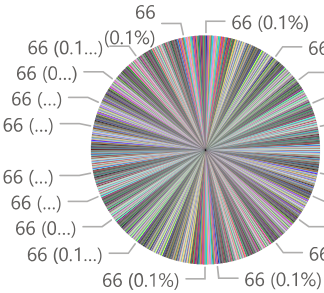


# EDA Problem Statements

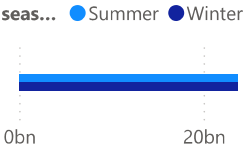


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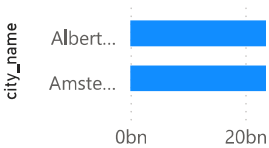
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  - A Lamusi
  - A. Aanantha S...
  - A. J. Tyronne ...
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  - Aa Bela Joaqu...
  - Aadam Ismae...
  - Aadjijatmiko F...
  - Aadolf Fredrik...
  - Aafke Hament
  - Age Albert L...
  - Age Avaldorf...
  - Age Berntsen
  - Age Birch
  - Age Brge Po...
  - Age Carl Chr...
  - Age Emil Brix
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  - Age Hy Pede...
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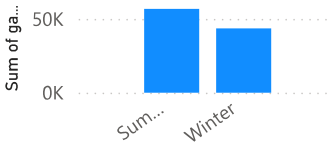
Sum of competitor\_id by season



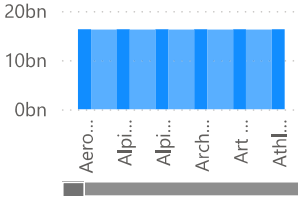
Sum of competitor\_id by city\_name



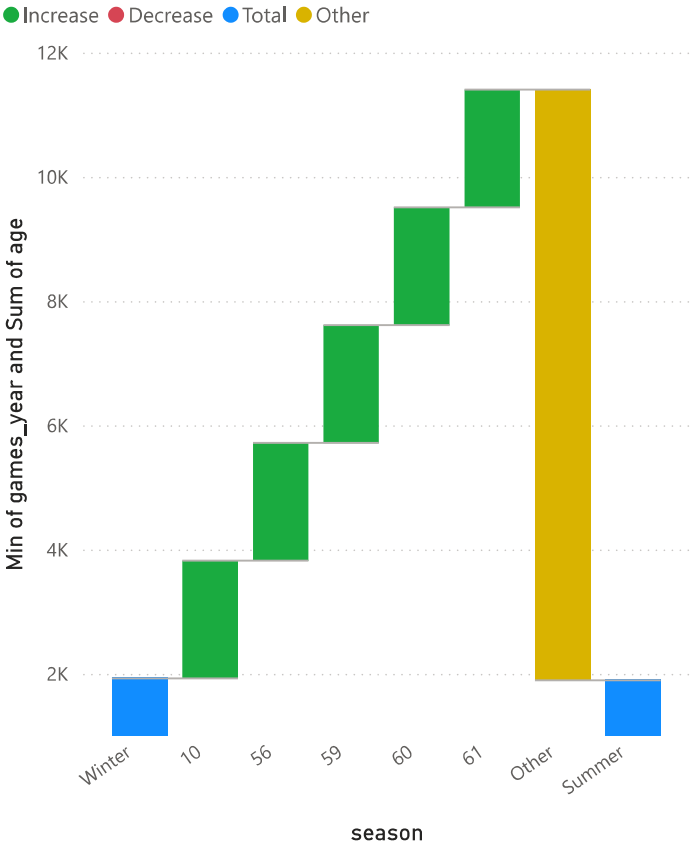
Sum of games\_year by season



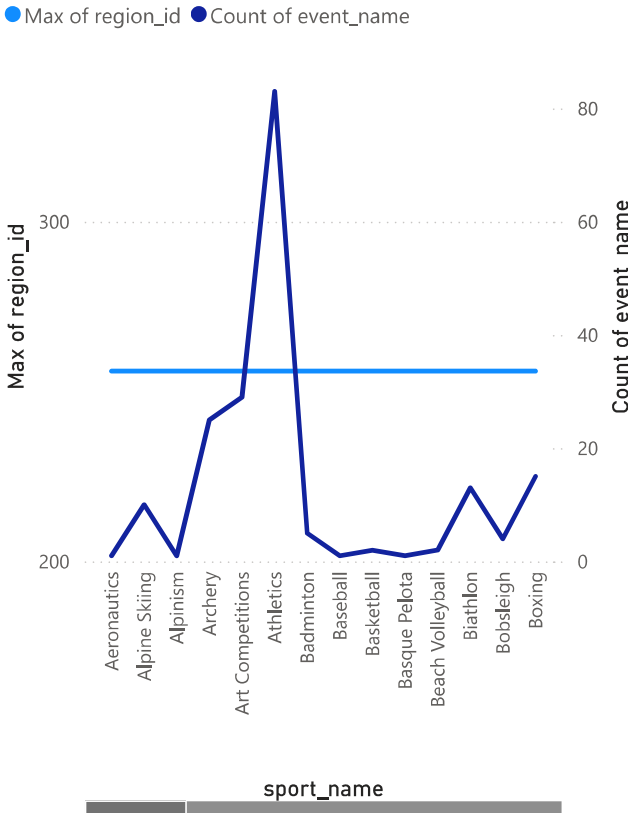
Sum of id by sport\_name



Min of games\_year and Sum of age by season and age



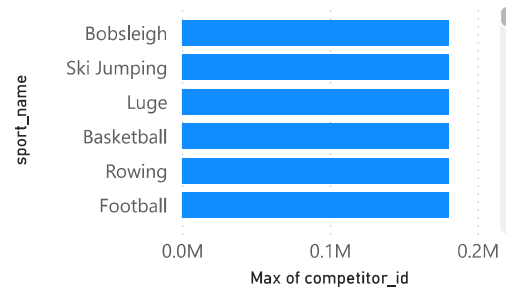
Max of region\_id and Count of event\_name by sport\_name



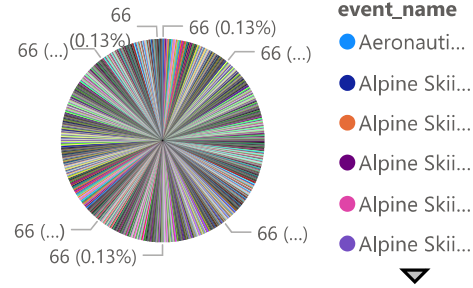
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Count of sport\_name

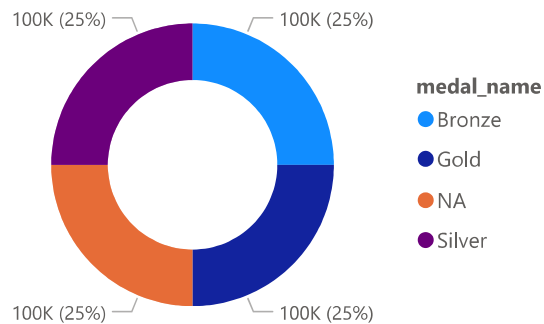
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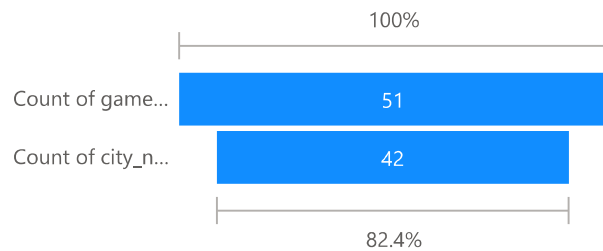
Count of sport\_name by event\_name



Sum of games\_year by medal\_name



Count of games\_name and Count of city\_name



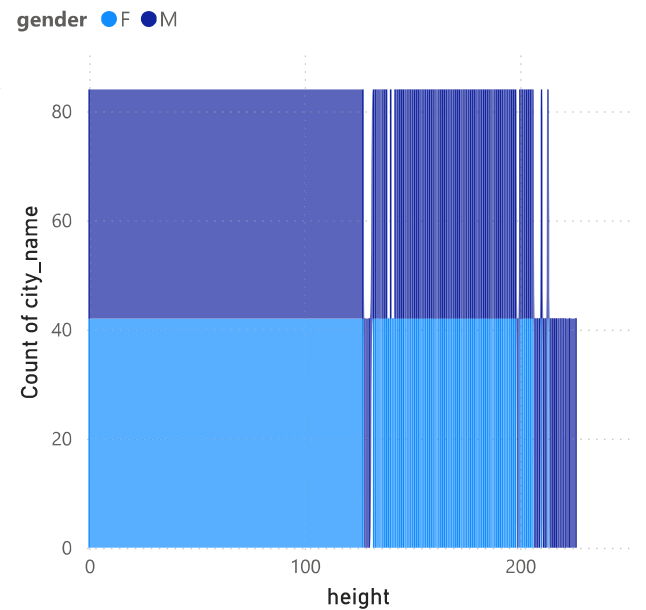
Sum of games\_year by sport\_name



full\_name

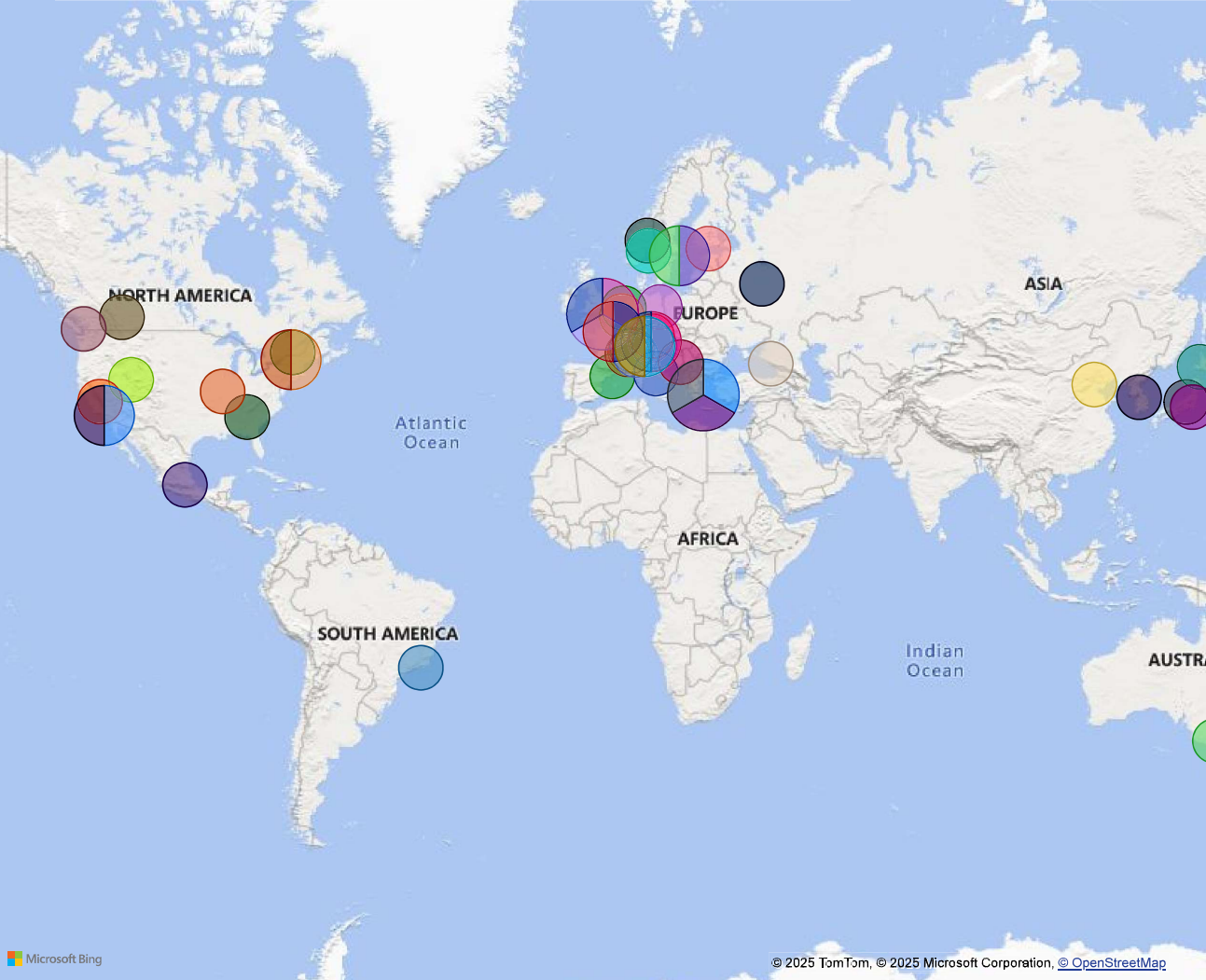
full_name	Count of age
Ian Millar	10
Afanasij's Kuzmins	9
Hubert Raudaschl	9
Chen Jing	8
Durward Randolph Knowles	8
Francisco Boza Dibos	8
Josefa Idem-Guerrini	8
Lesley Allison Thompson-Willie	8
Li Na	8
Nino Salukvadze (-Machavariani)	8
Paul Bert Elvstrm	8
Piero D'Inzeo	8
Total	74

Count of city\_name by height and gender



Count of season by city\_name and games\_name

games\_name 1896 Su... 1900 Su... 1904 Su... 1906 Su... 1908 Su... 1912 Su... 1920 Su... 1924 Su... 1924 Wi...



Sum of competitor\_id by event\_name and medal\_name

medal\_name Bronze Gold NA Silver

