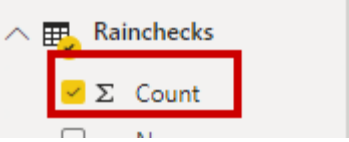
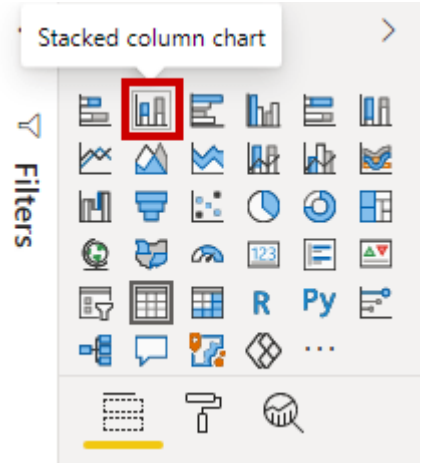
Sales data by Physical vs web store

Click on the Name column under the Stores table to add a table

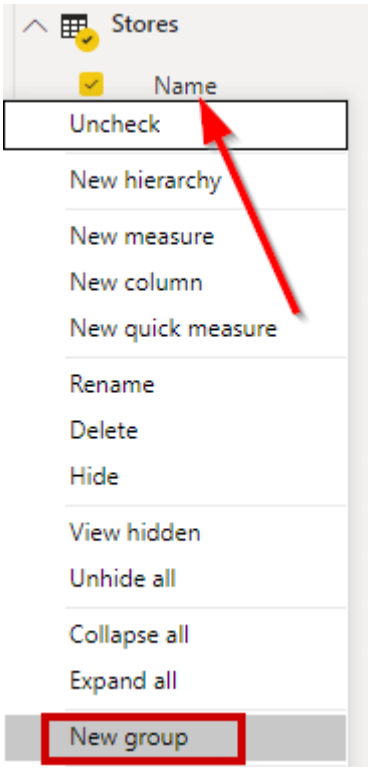
While having that same table select click the Count column under the Rainchecks table



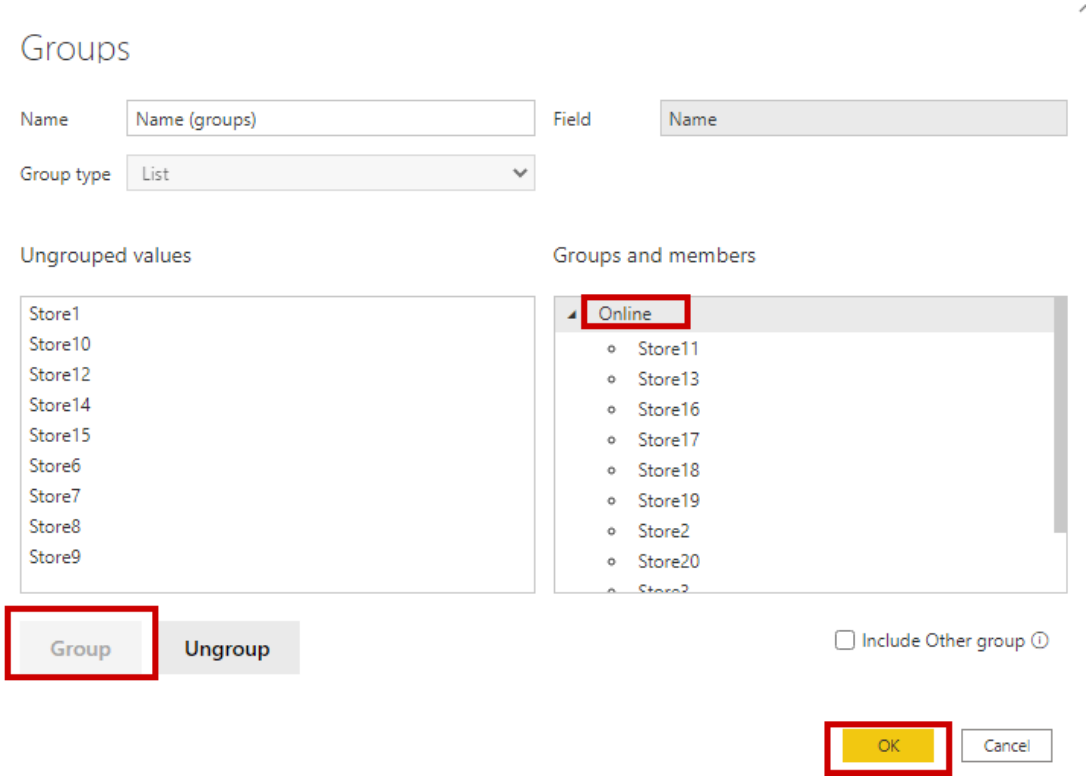
While still having the table selected choose the Stacked Column chart



While still having the table selected right-click on the Name column under stores and select New group.

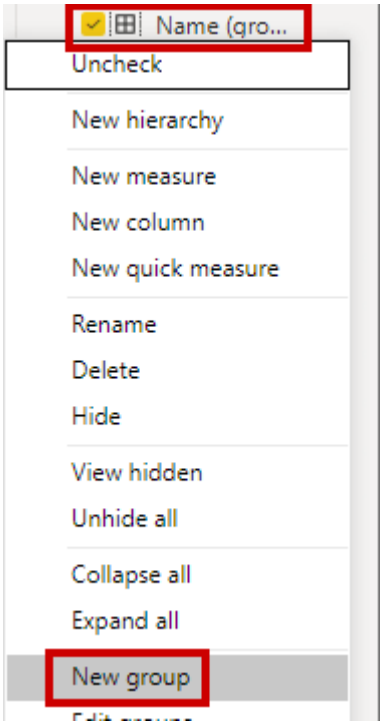


Select the following(18,16,4,17,13,20,19,2,5,11,3). Click on the Group button and rename to Online

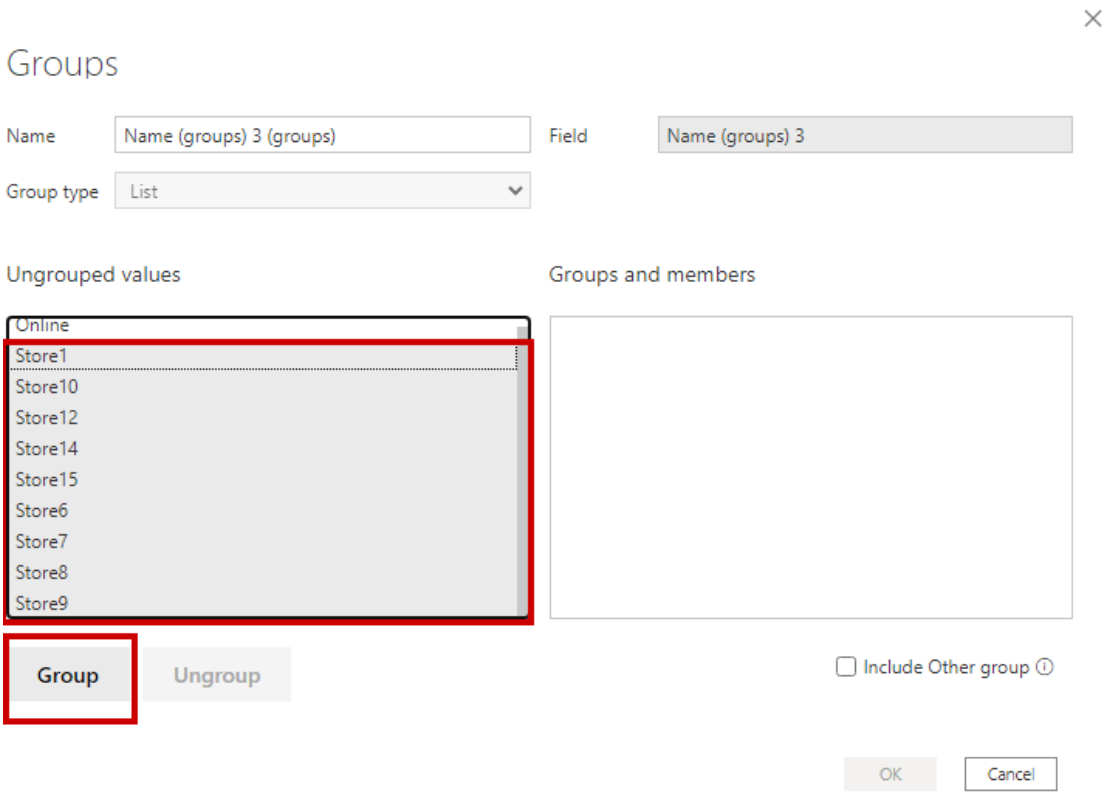


Then choose the new Name group created for the table.

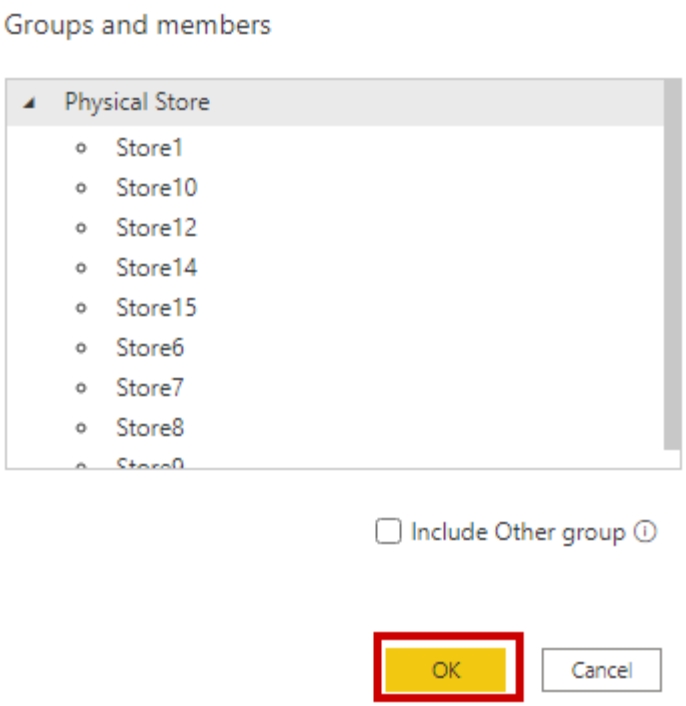
Then right-click on the new group and select New group



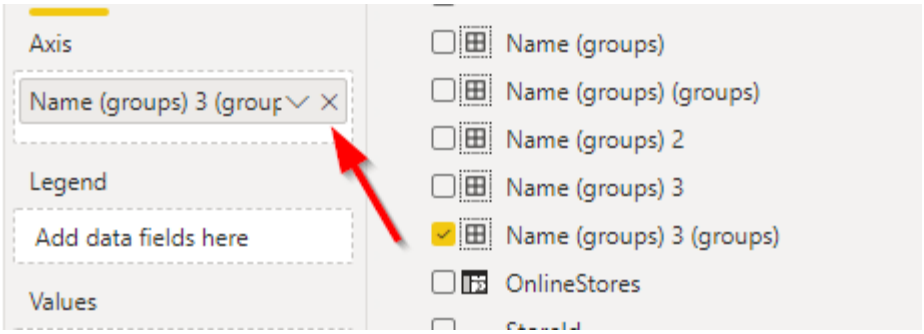
Select the remaining stores and click the Group button (Exclude the Online group)



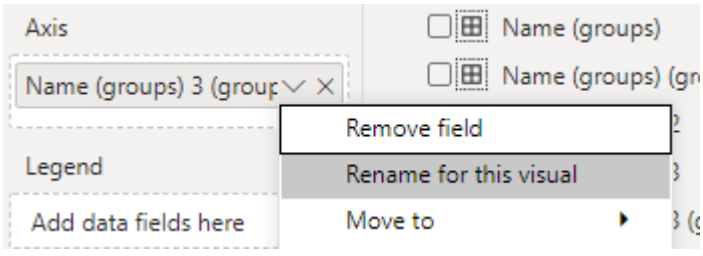
Double click the title to rename to Physical Store and click OK



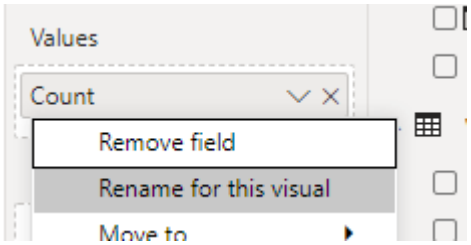
Finally choose the new grouped column for the Axis



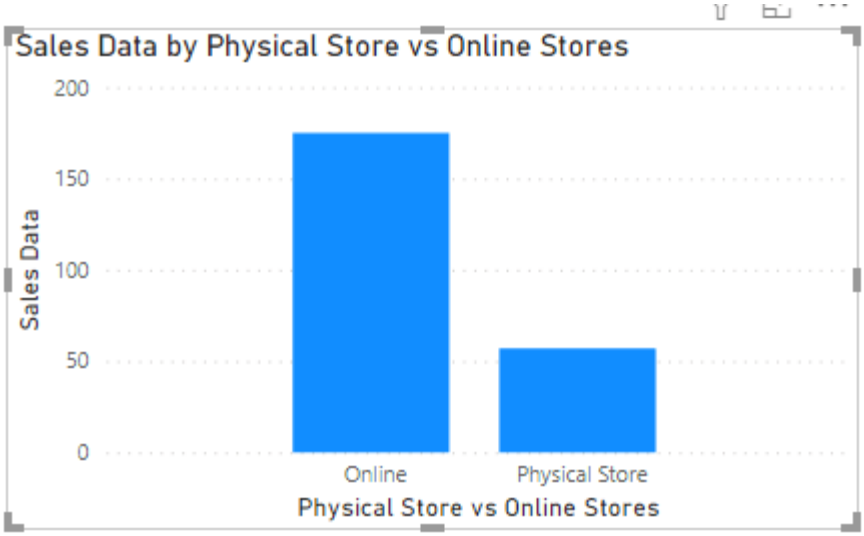
Right-click the Axis column and choose Rename for this visual. Rename to **Physical Store vs Online Stores**



Right-click the Count column and choose Rename. Rename to **Sales Data**

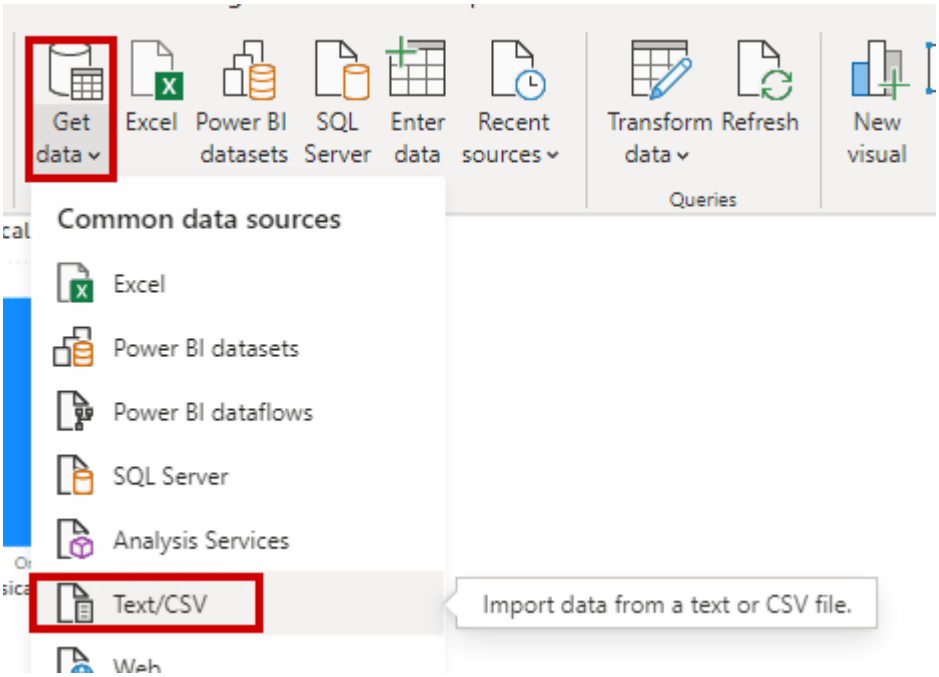


End result

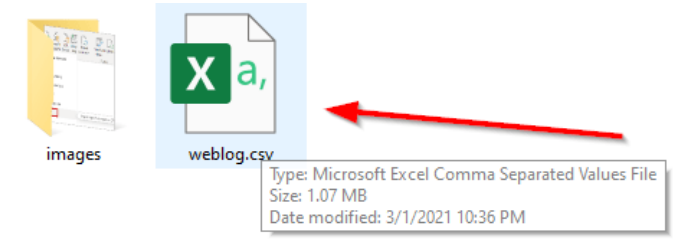


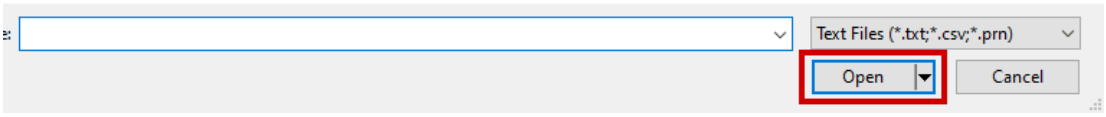
Weblog data

Select get data from Text/CSV in PowerBI

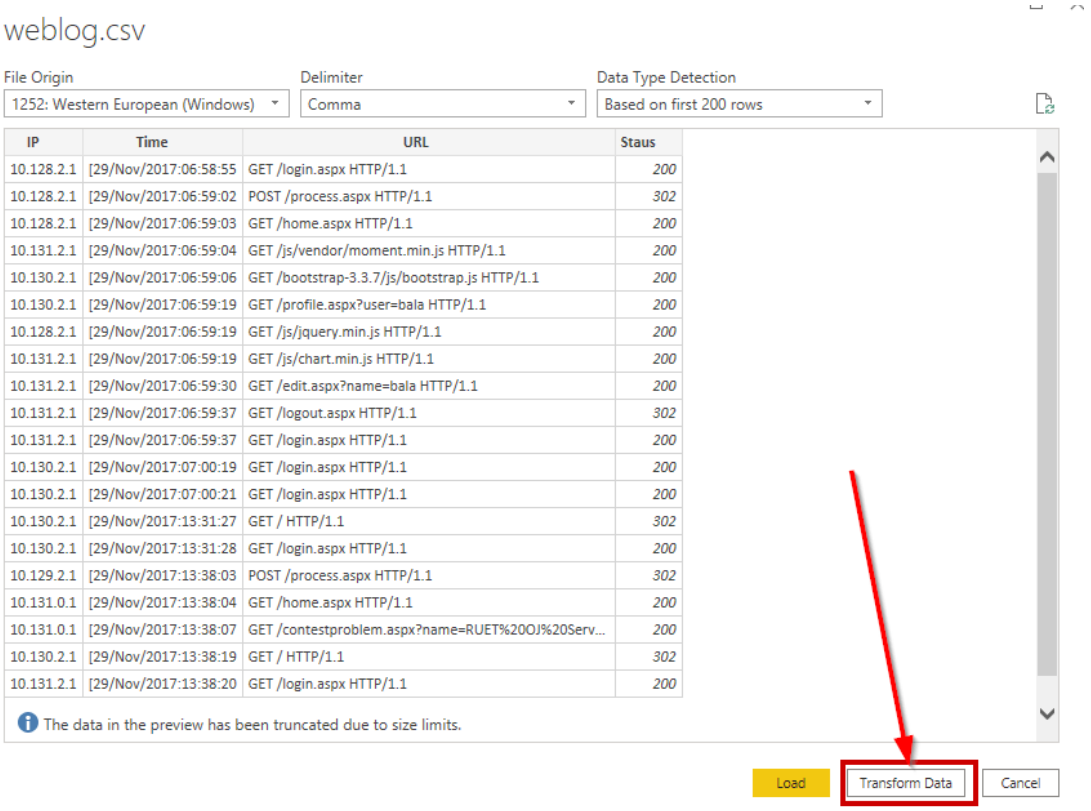


Select weblog.csv

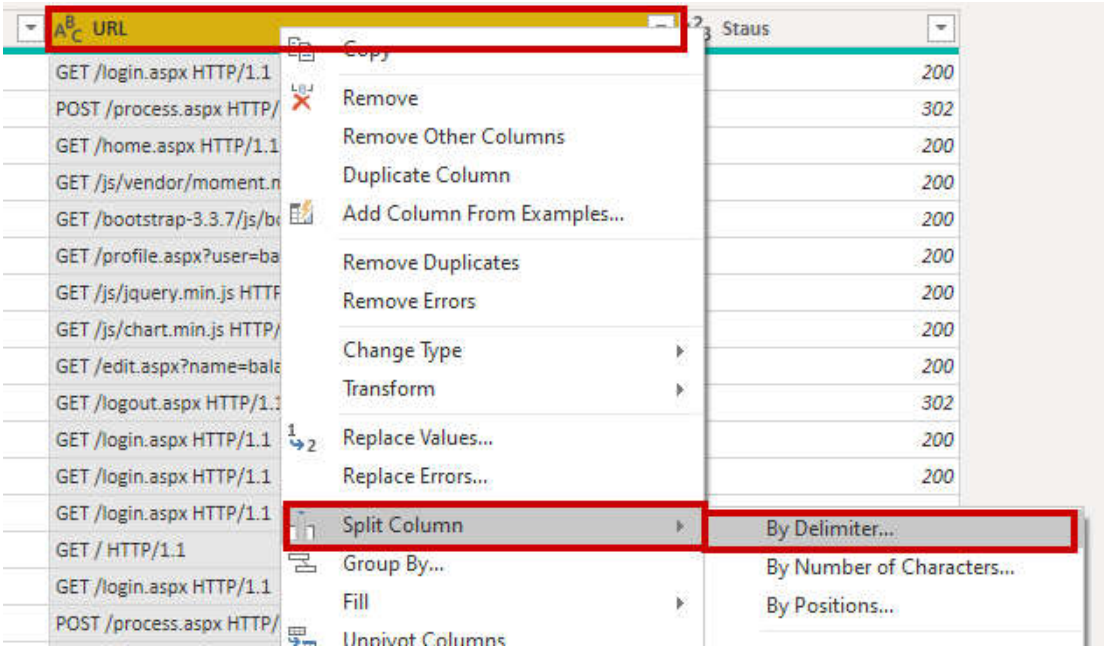




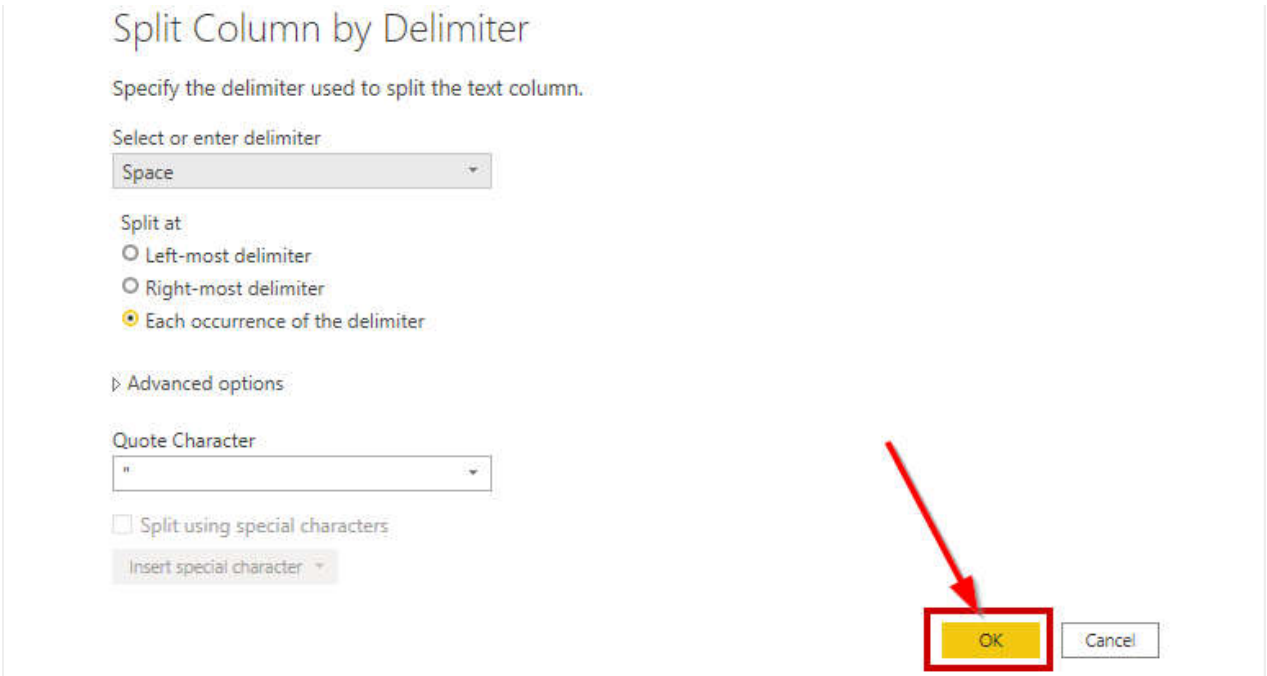
Click on transform data



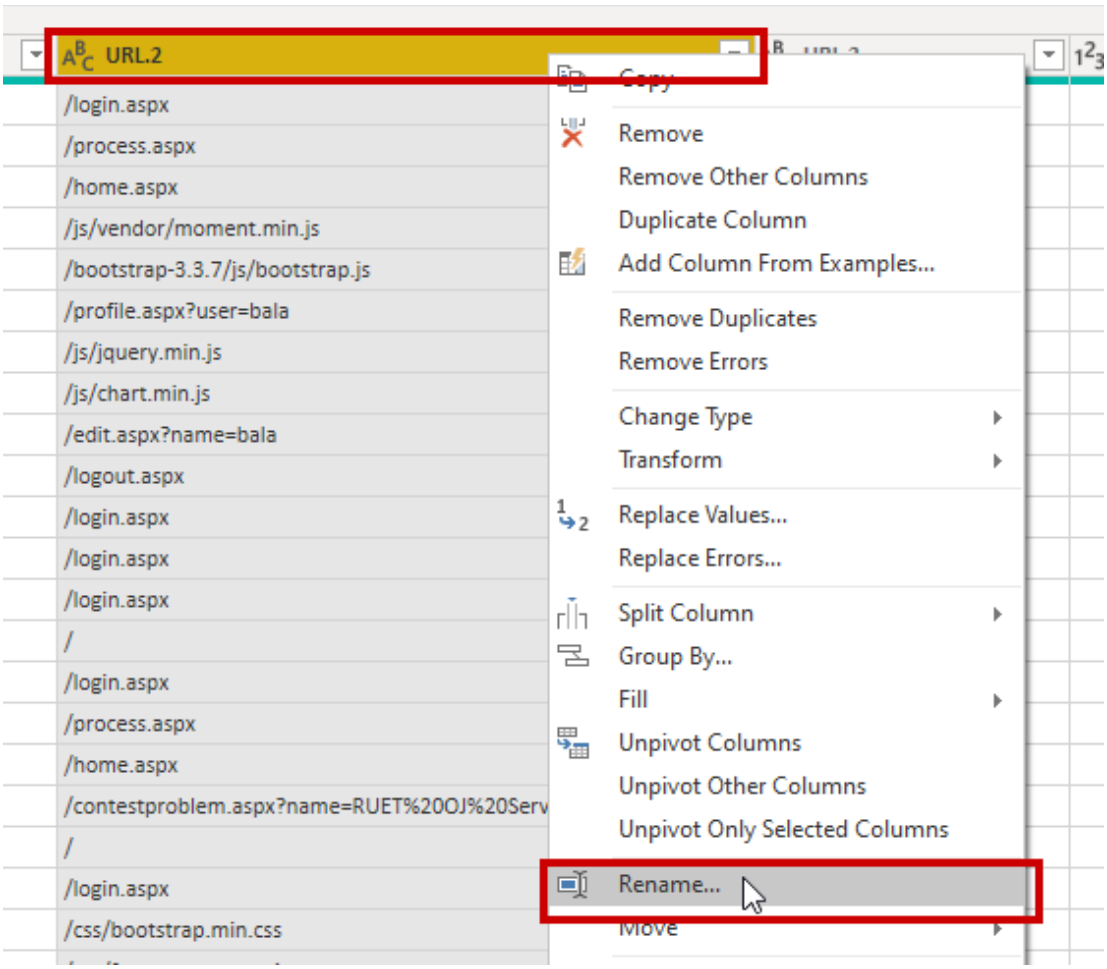
Right-click on the URL column and choose Split Column → By Delimiter



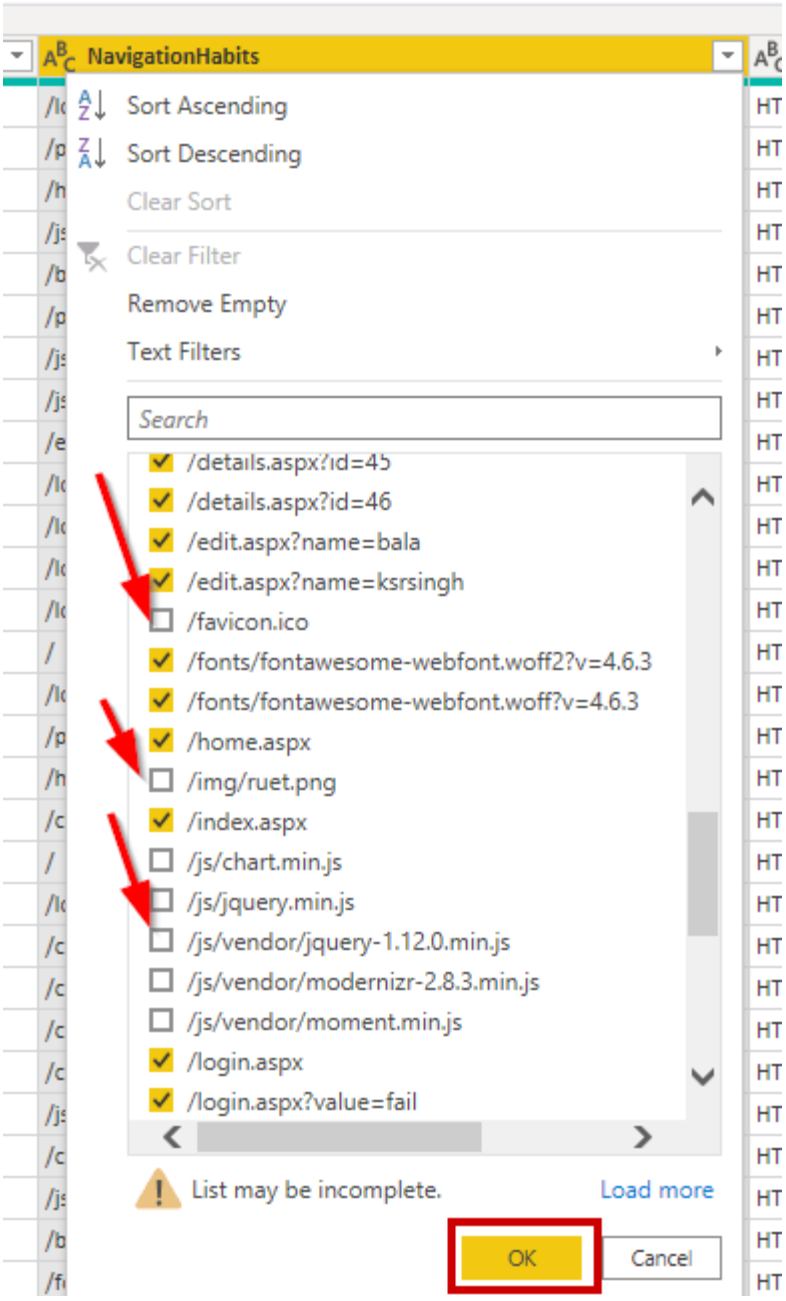
Leave the defaults and click OK



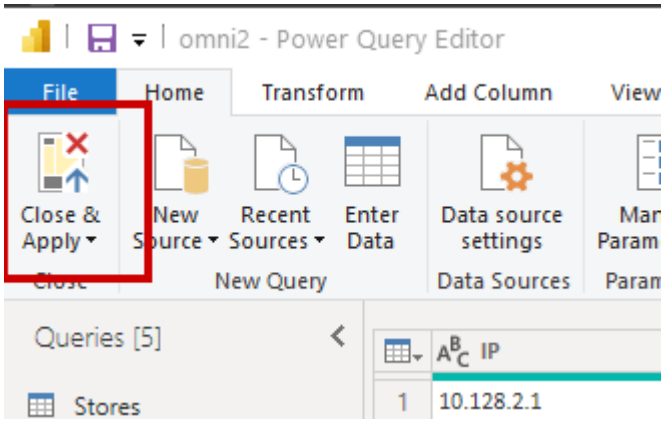
Right-click on the URL.2 column and choose rename to enter **NavigationHabits**



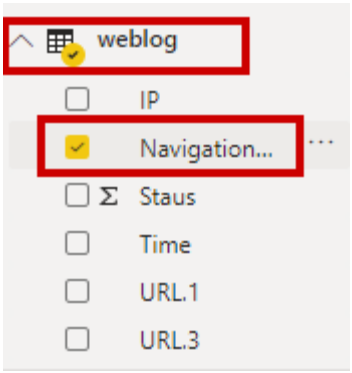
Click on the row sorting arrow and un-select any non aspx urls (eg. js, css, ico, png) then click OK



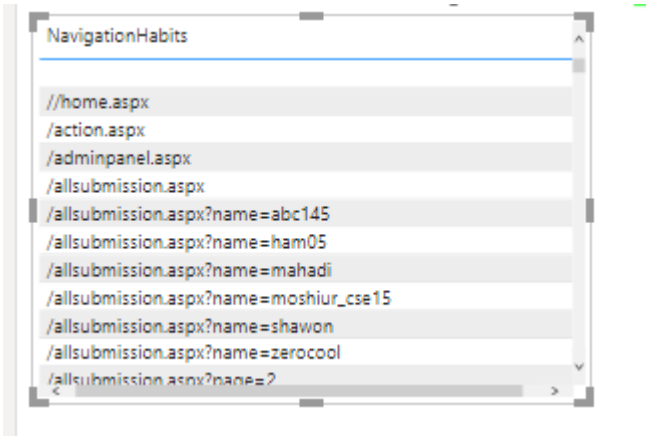
Click Close & Apply



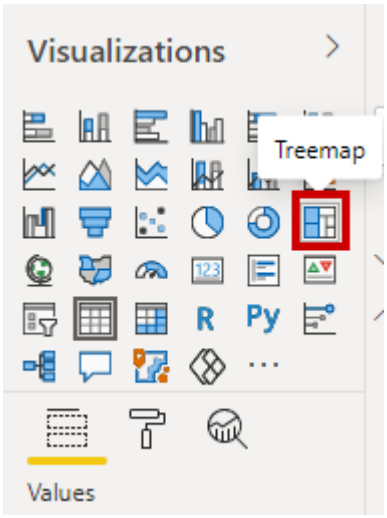
Expand the weblog data section and click the **NavigationHabits** column



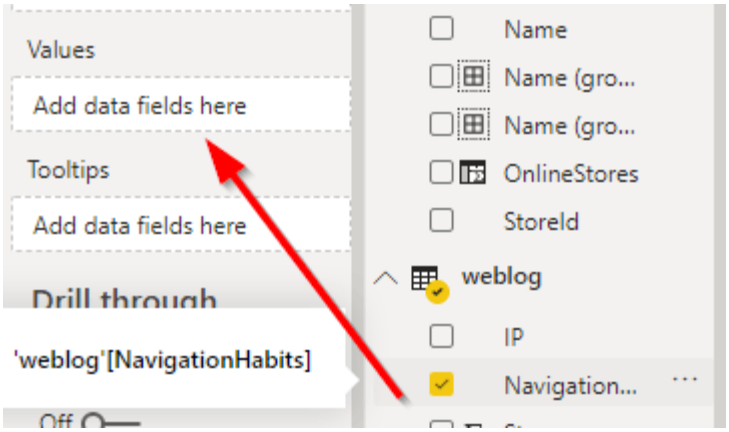
This will add a table to the display



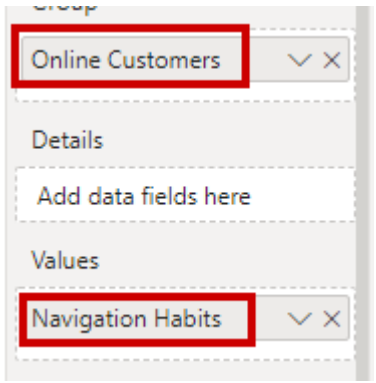
Click on the Treemap Visualization to convert the table to a treemap



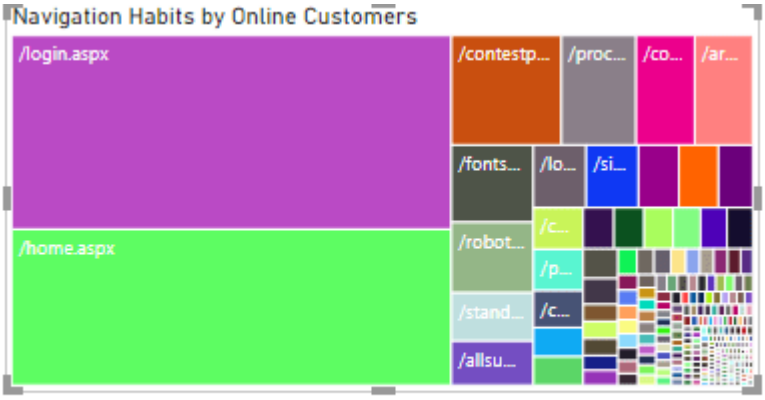
Drag the NavigationHabits column to the Values field of the treemap



Rename Group to Online Customers and Valudes to Navigation Habits



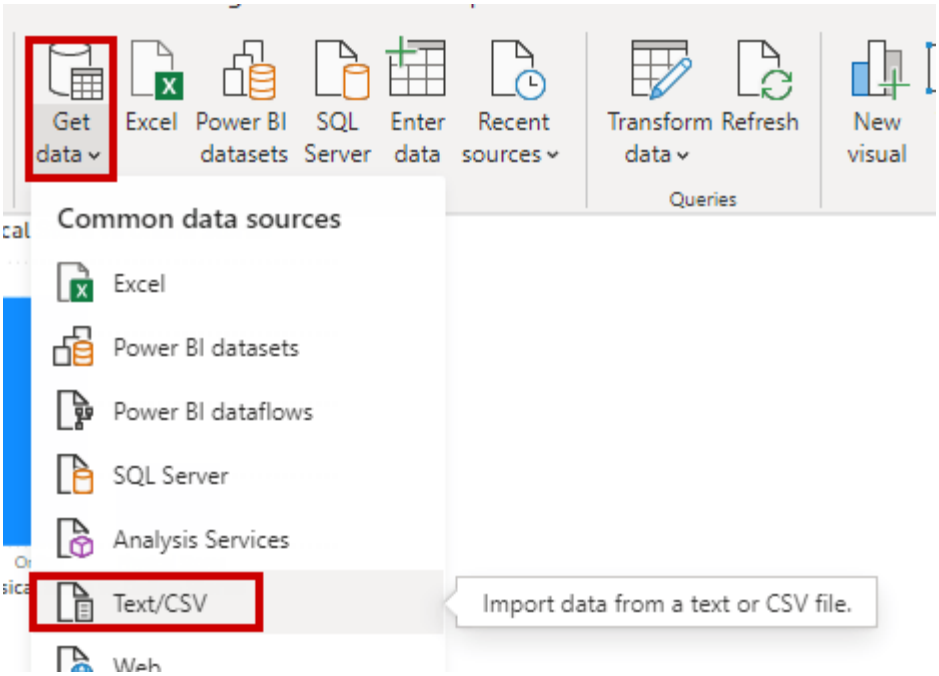
Final result



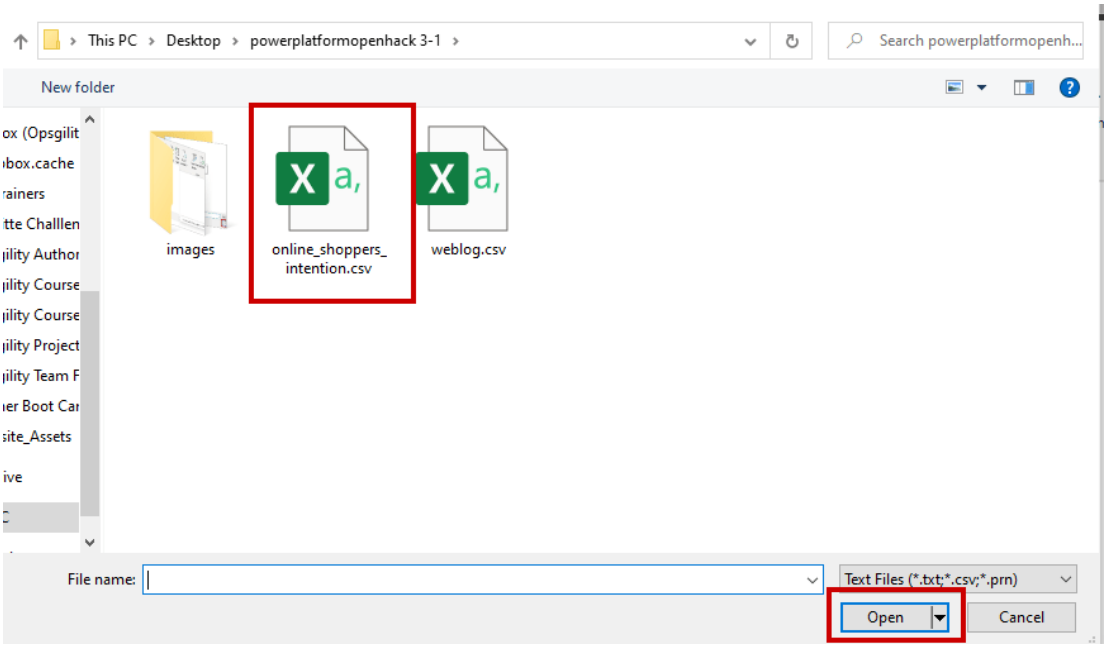
Purchase and view habits

Based off the amount of time that people view an item we will reference that price and display the total amount spent as the size of the ball in the Scater plot.

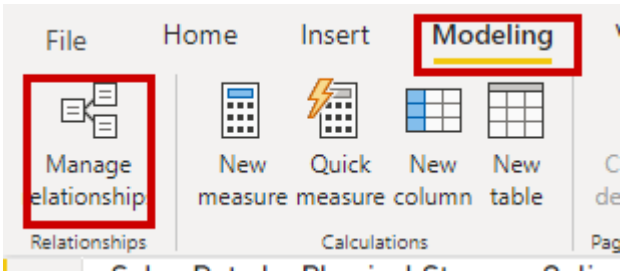
Select get data from Text/CSV in PowerBI



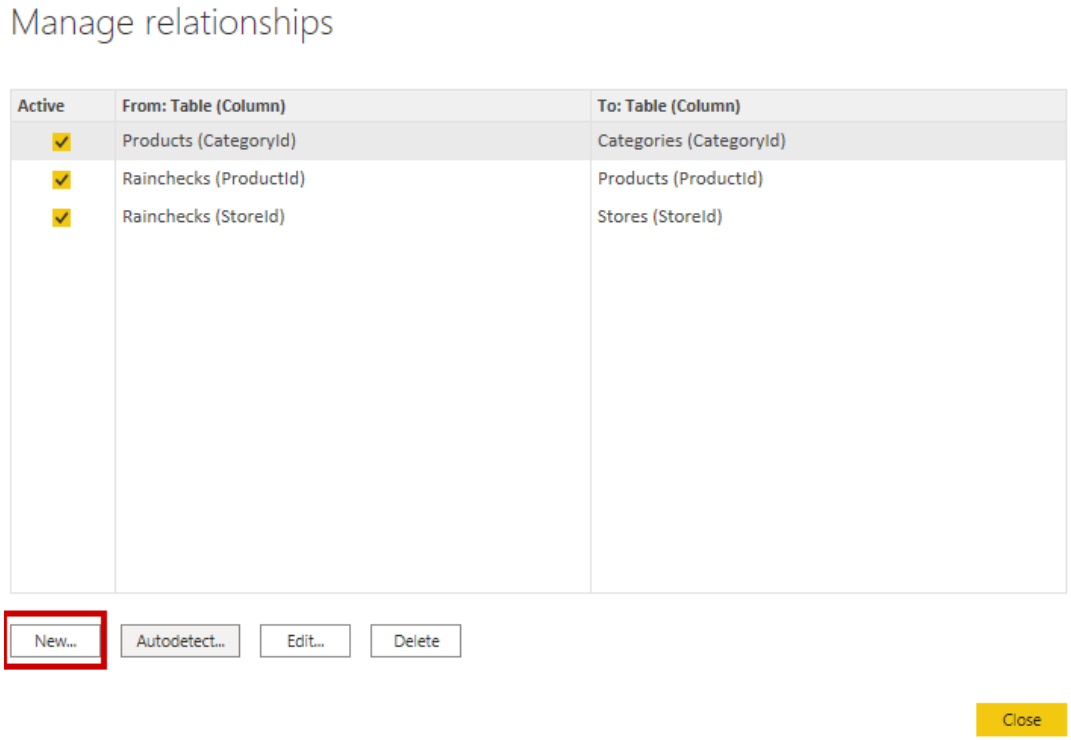
Choose online shoppers and click Open.Then click the Load button



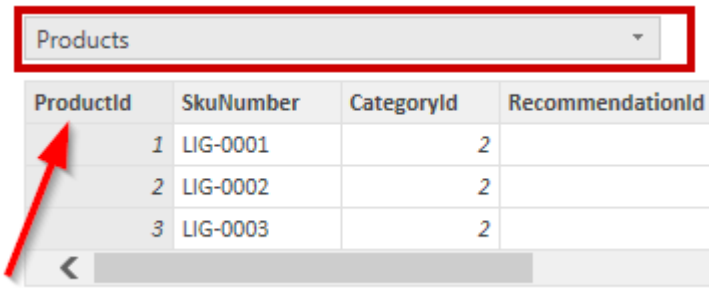
In PowerBI select the Modeling tab then click on Manage Relationships



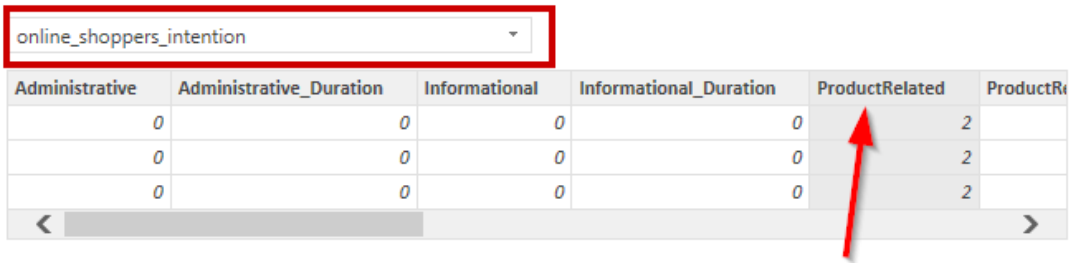
Click on the New button



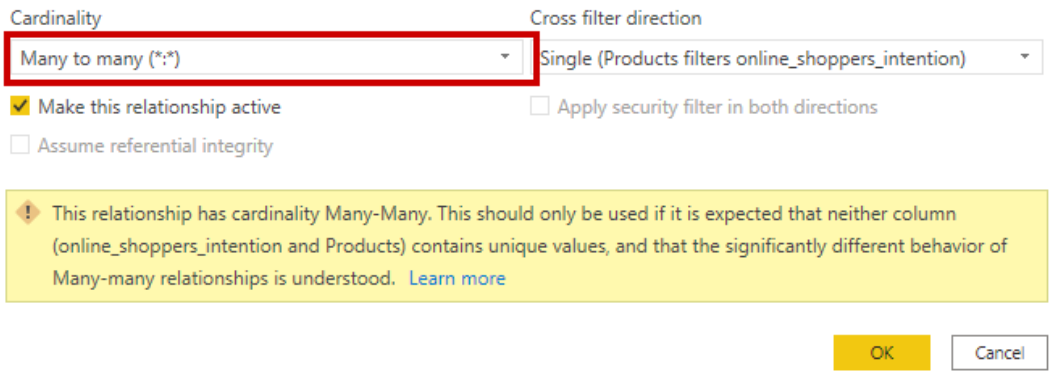
In the first dropdown select the Products Table and highlight the ProductId column



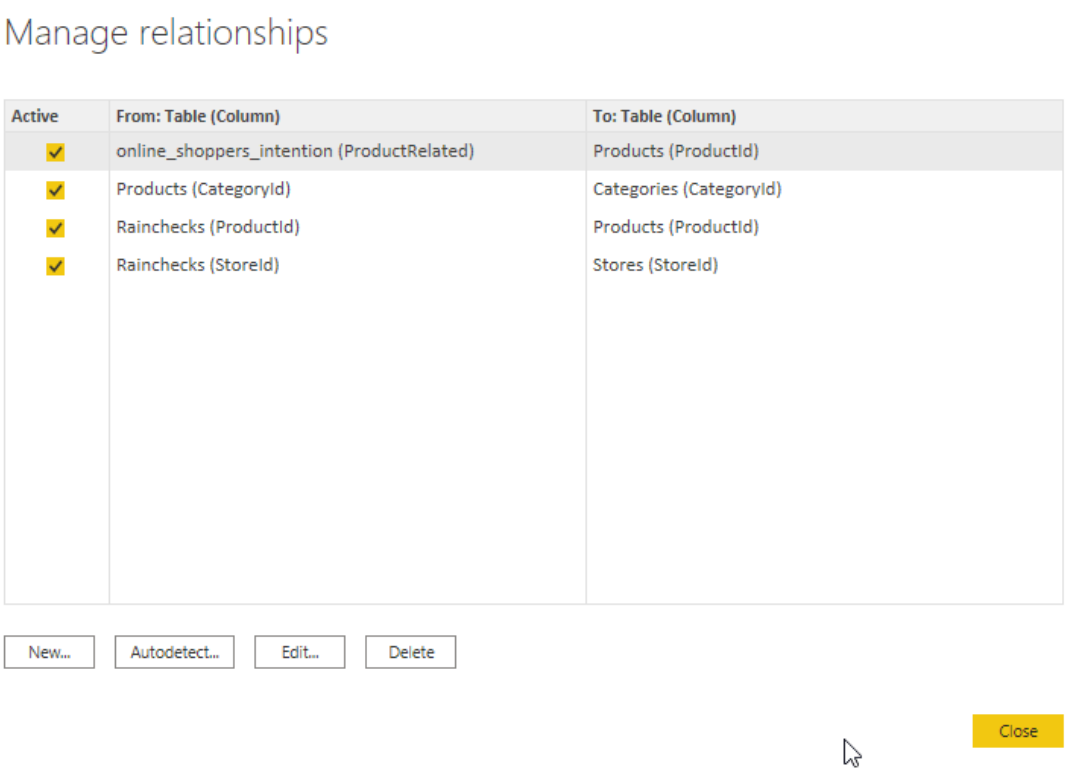
In the second dropdown select online_shoppers_intention and then highlight the ProductRelated column.



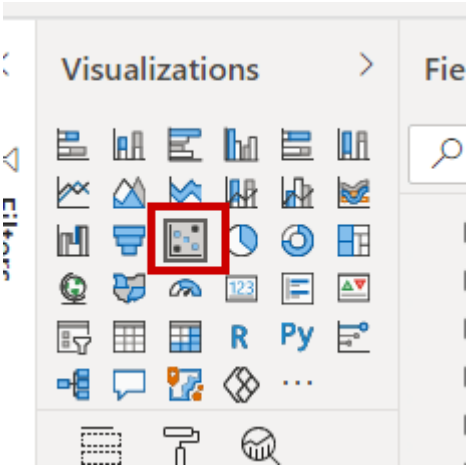
Change the Cardinality dropdown to Many to many. Leave the remaining as defaults and click the OK button



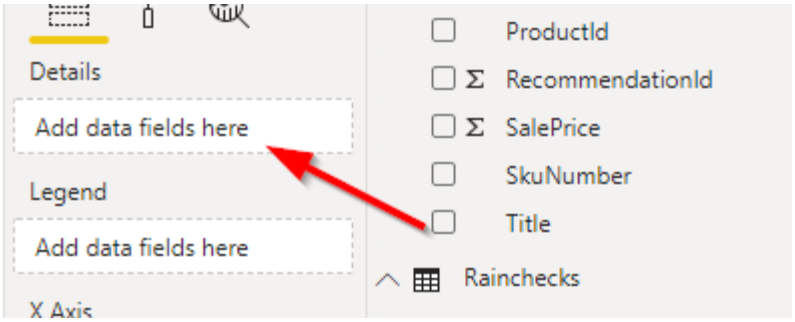
Then click the Close button



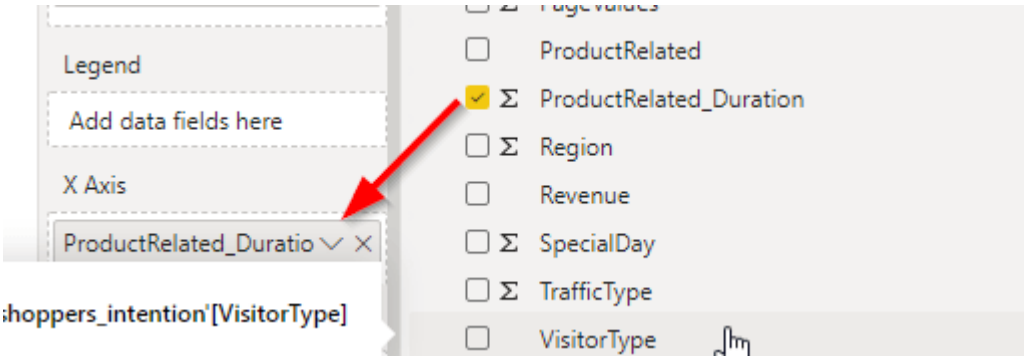
Add a Scatter plot Visualization



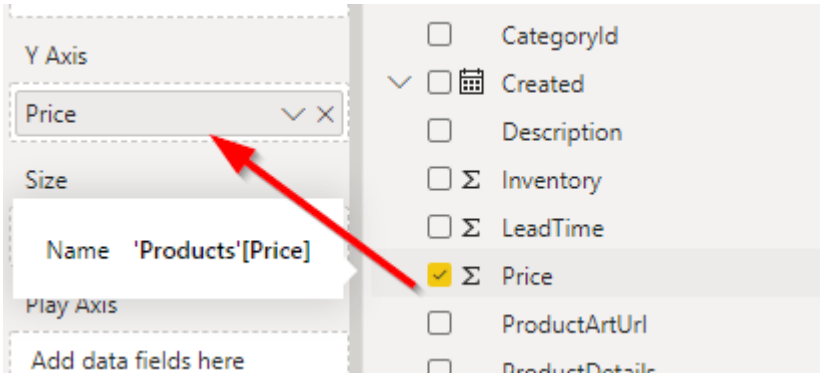
Set the Details field to the Title column under Products



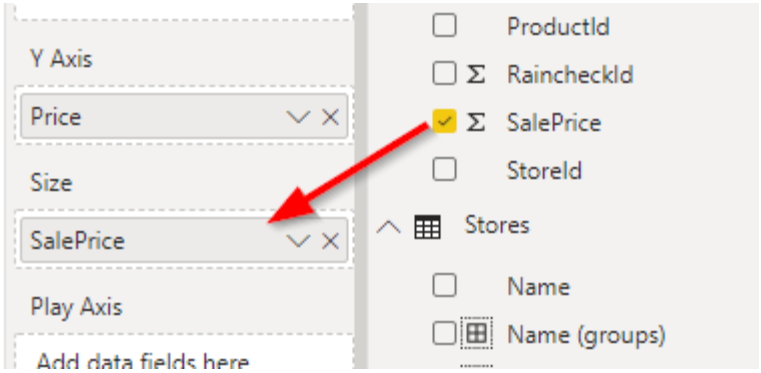
Set the X axis to ProductRelated_Duration from the online_shoppers_intention table



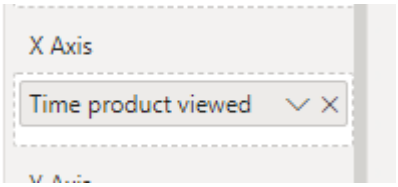
Set the Y axis to Price from the Products table



Finally choose the SalePrice from the Rainchecks table to Size

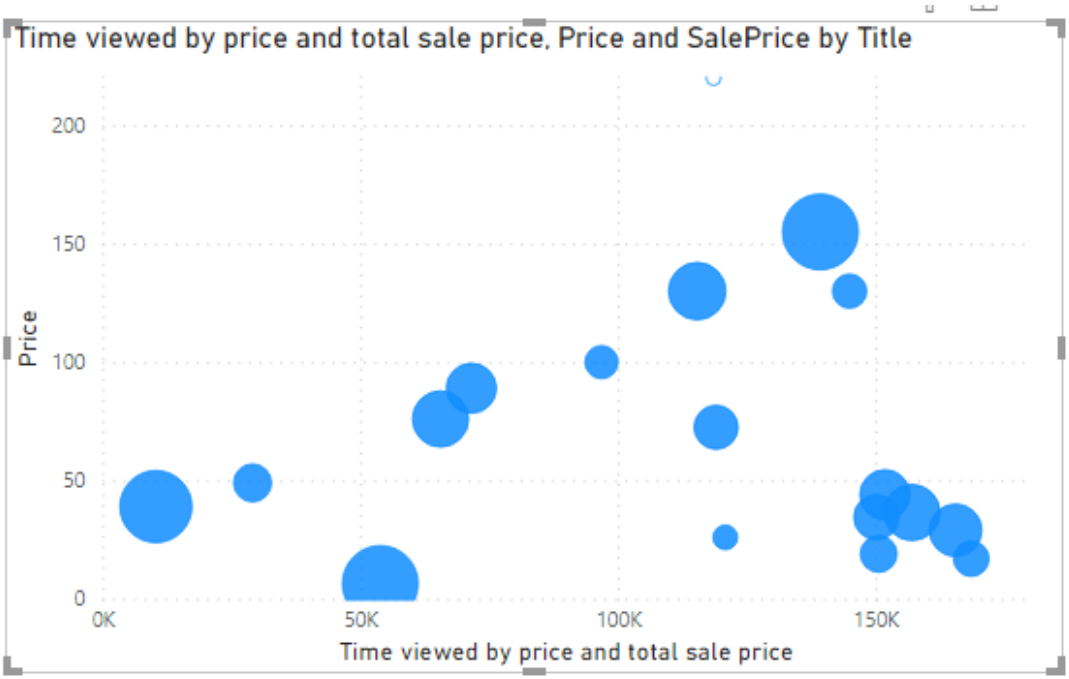


Rename the X axis to **Time product viewed**



Rename the Y axis to **Time viewed by price and total sale price**

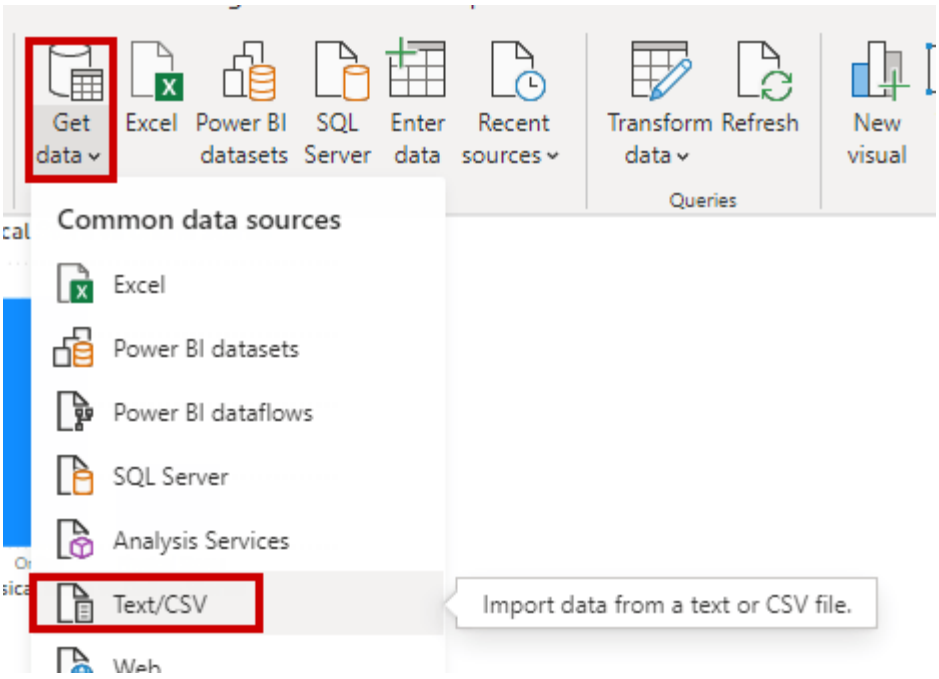
Final result



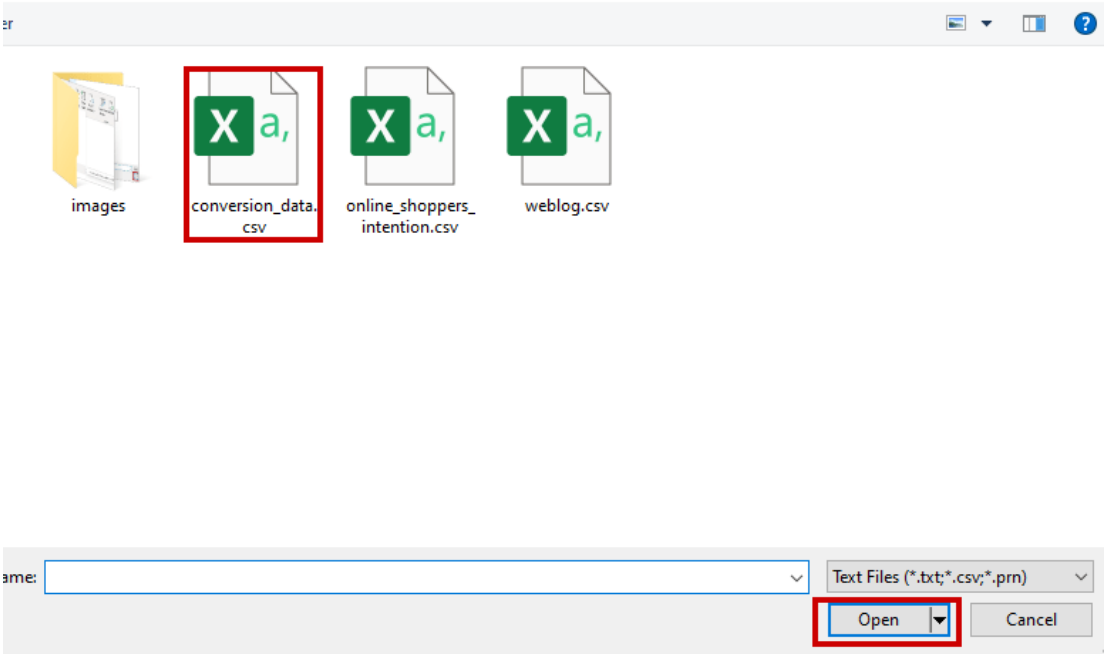
Digital Marketing effectiveness

In this scenario we want to see the how digital marketing campaigns effected online sales. So we will take a look at conversion data across different age groups and how much they spent based on how many impressions they received.

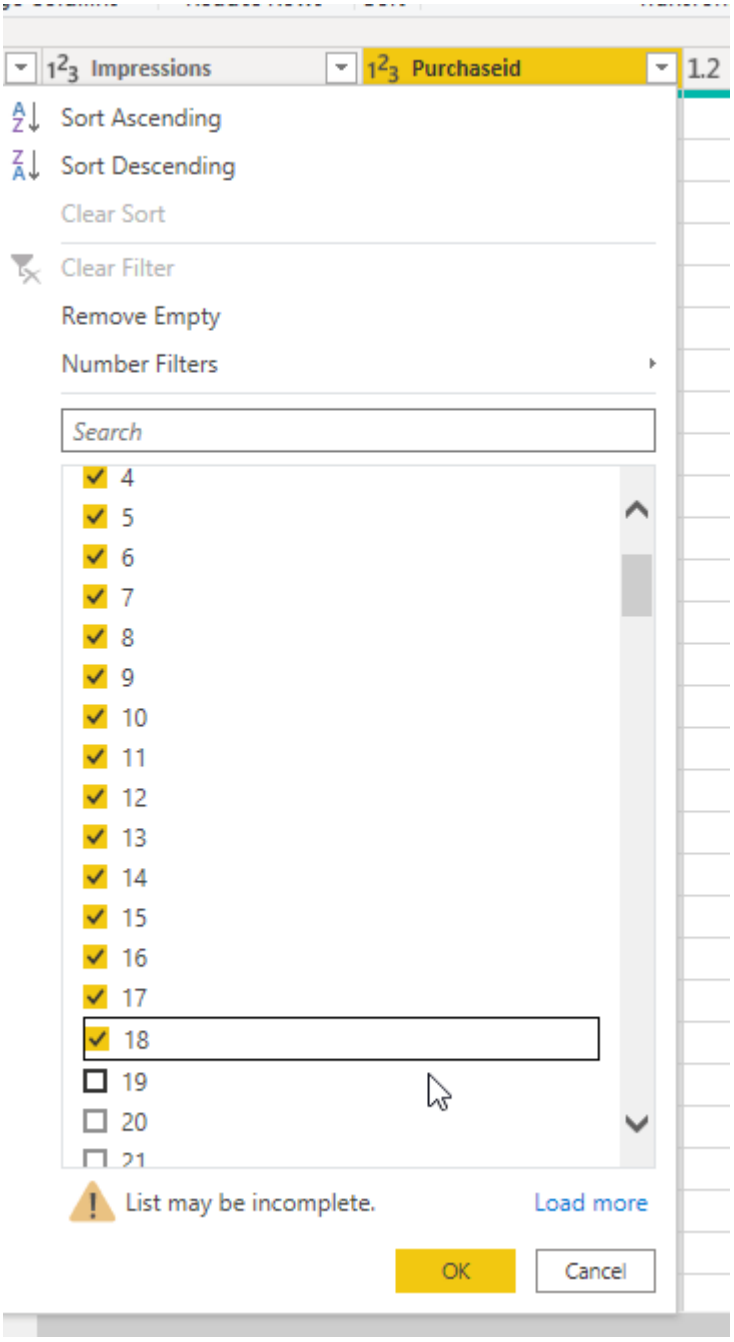
Select get data from Text/CSV in PowerBI



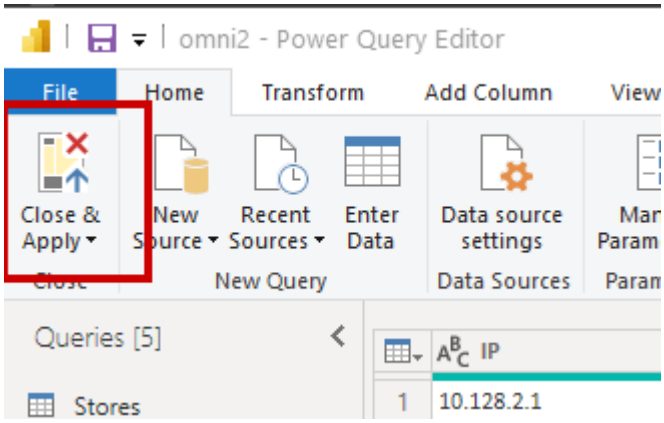
Choose conversion_data and click Open.Then click the Transform Data button



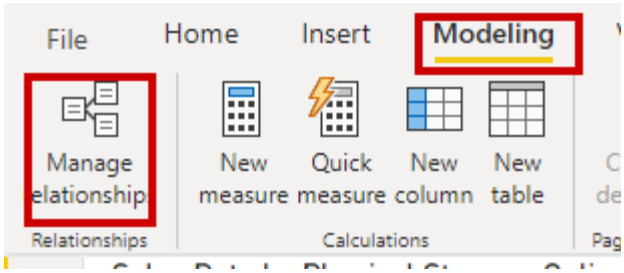
Click on the sort arrow for the Purchaseid column and uncheck (0, and all numbers higher than 18).



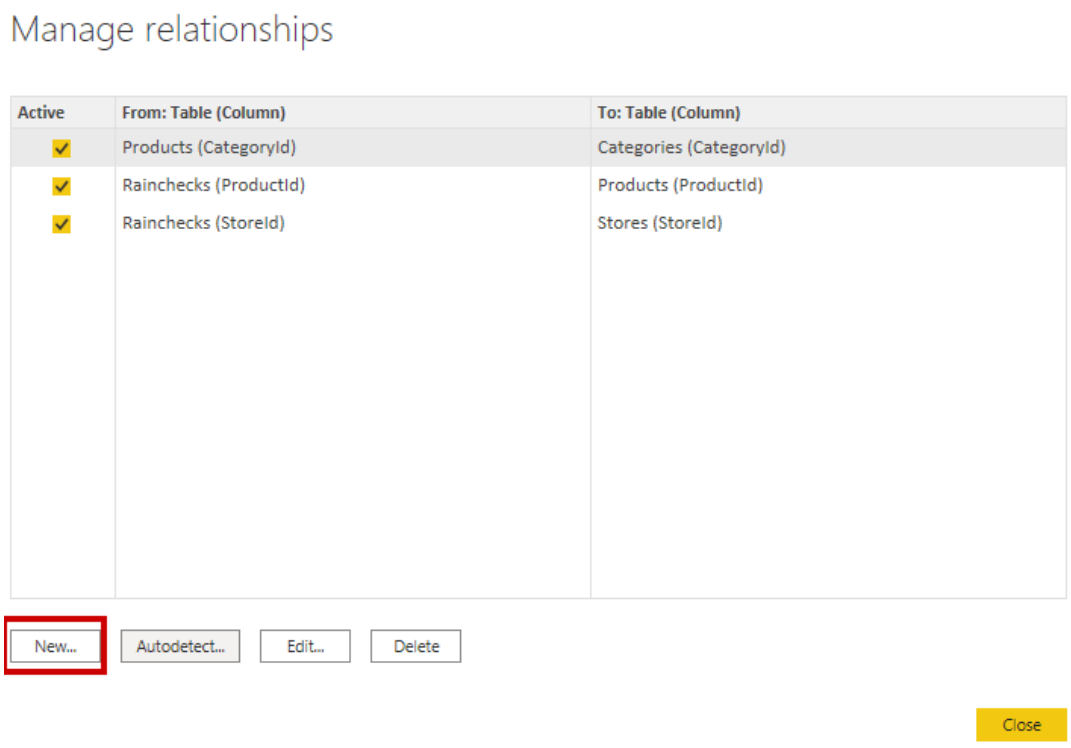
Click Close & Apply



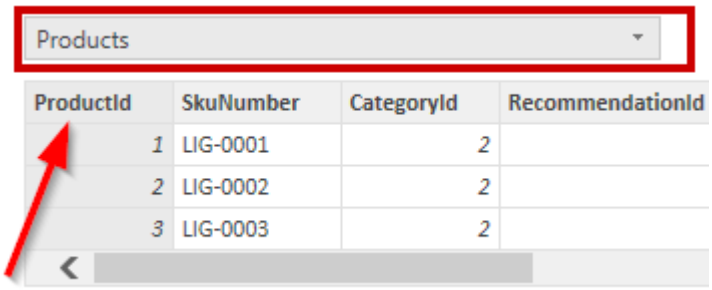
In PowerBI select the Modeling tab then click on Manage Relationships



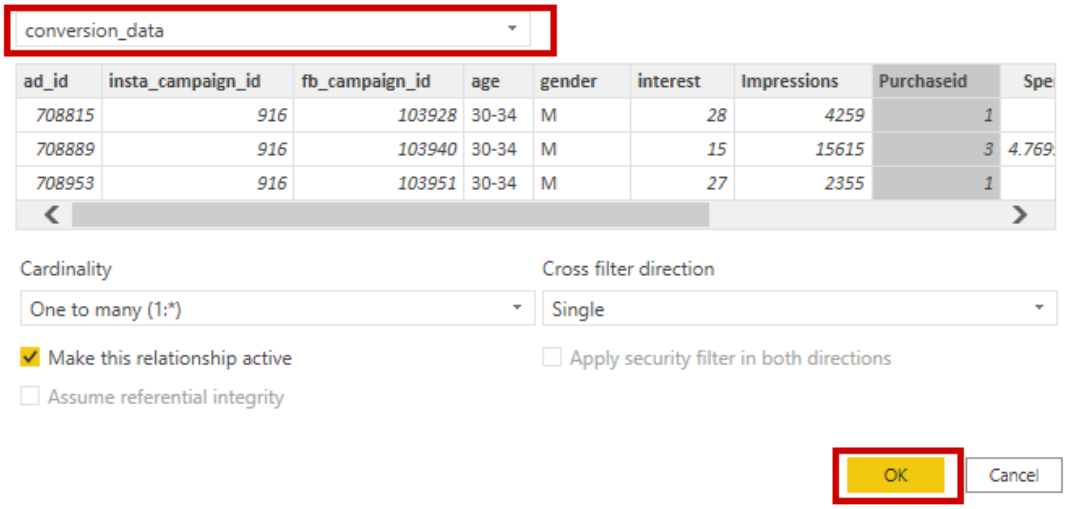
Click on the New button



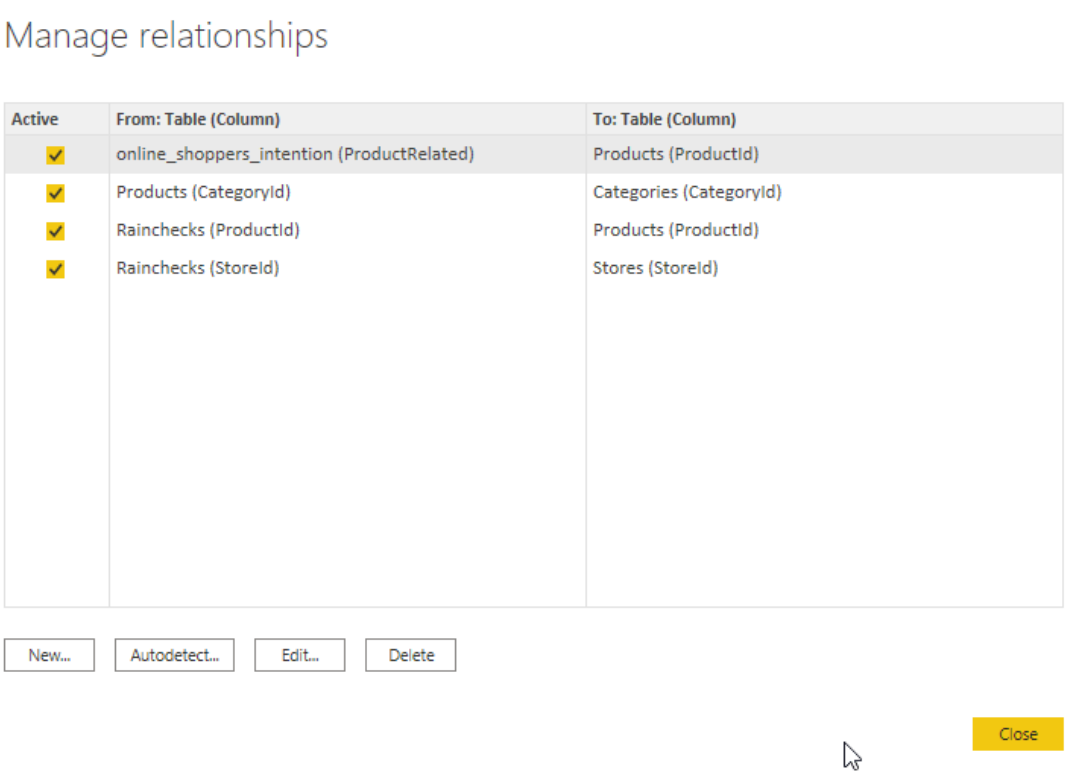
In the first dropdown select the Products Table and highlight the ProductId column



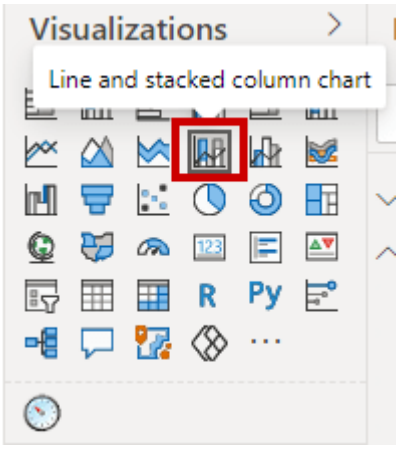
In the second dropdown choose conversion_data and choose Purchaseid as the column. Accept the defaults and click the OK button



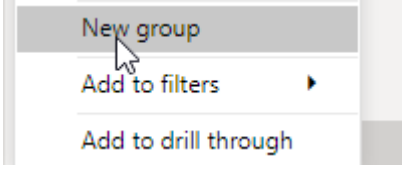
Then click the Close button



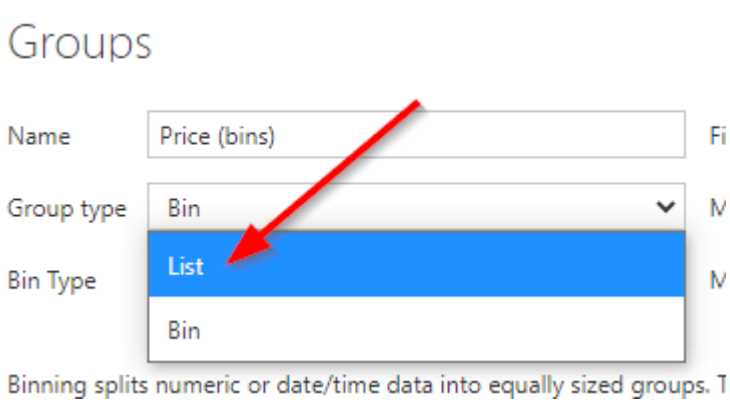
Add a Line and stacked column chart



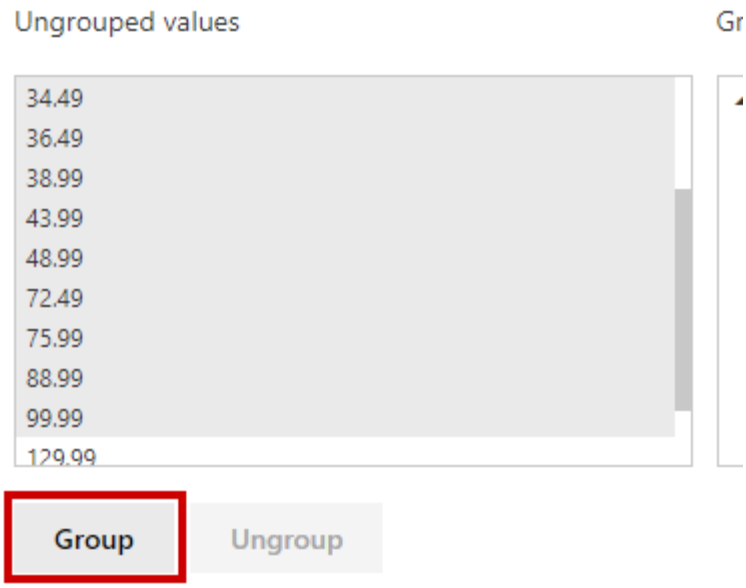
Right click on Price under Products and select New Group



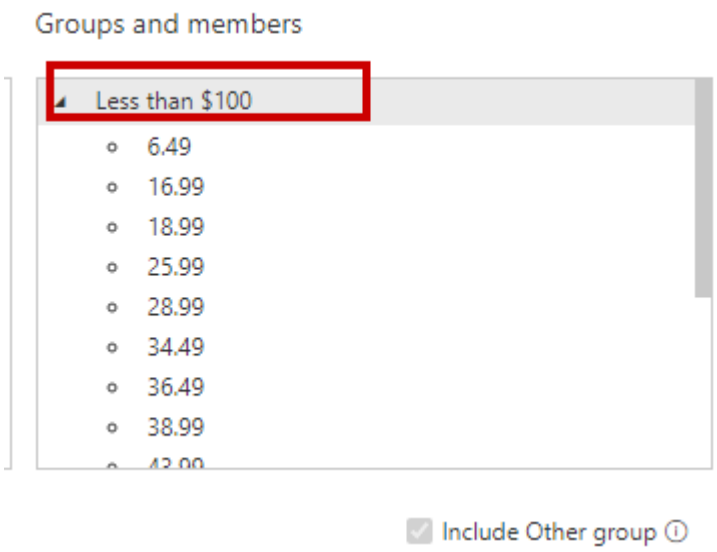
Change the Group type to List



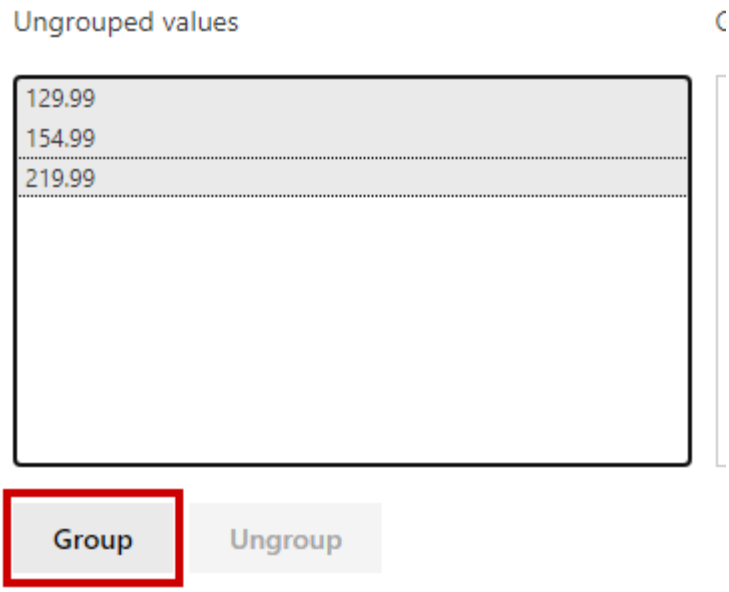
Select all values less than $100 and click the Group button



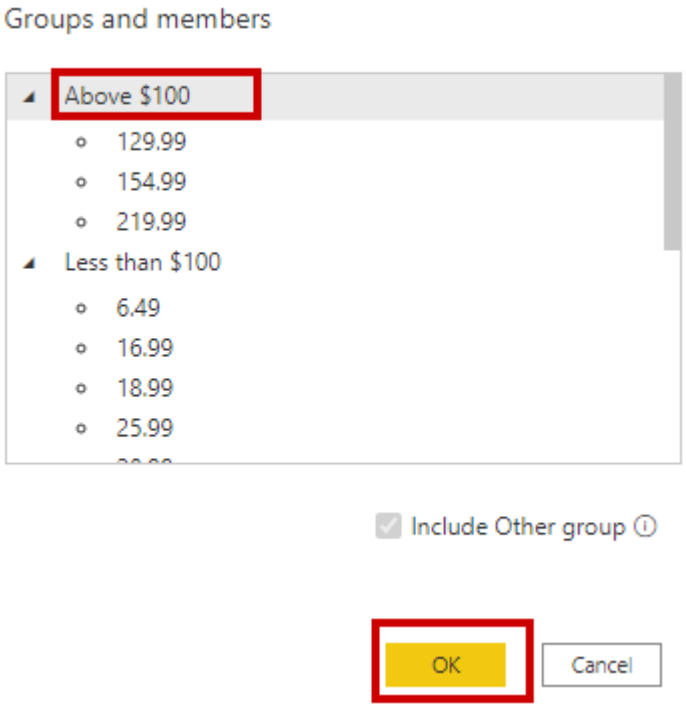
Rename that group to Less than $100



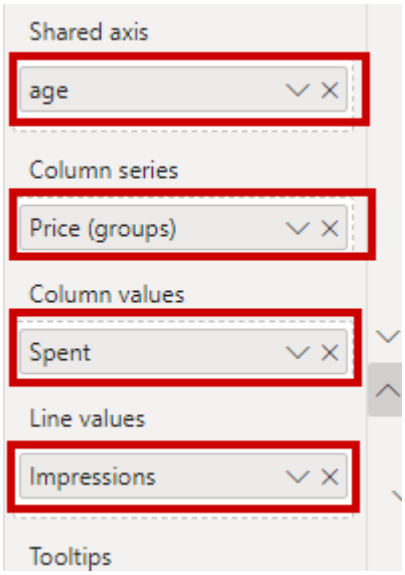
Select the remaining values and click Group

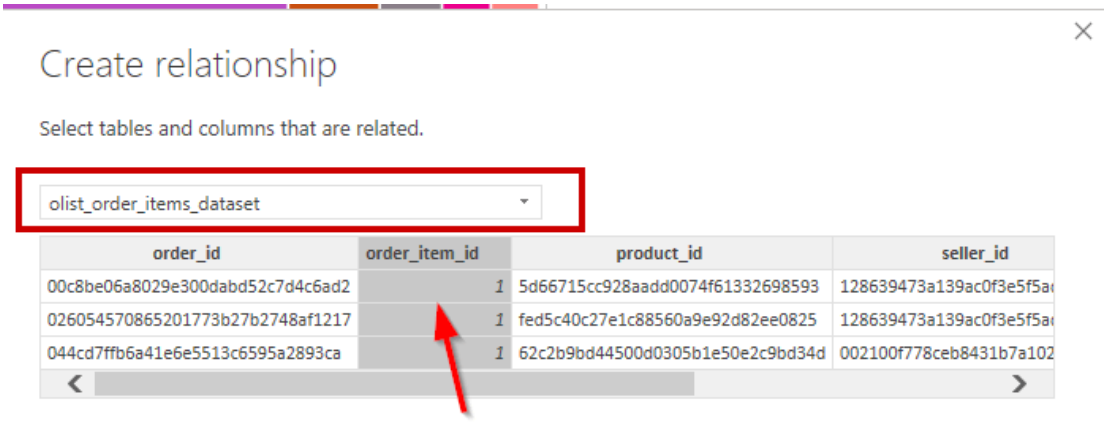


Rename that to Above $100 then click OK



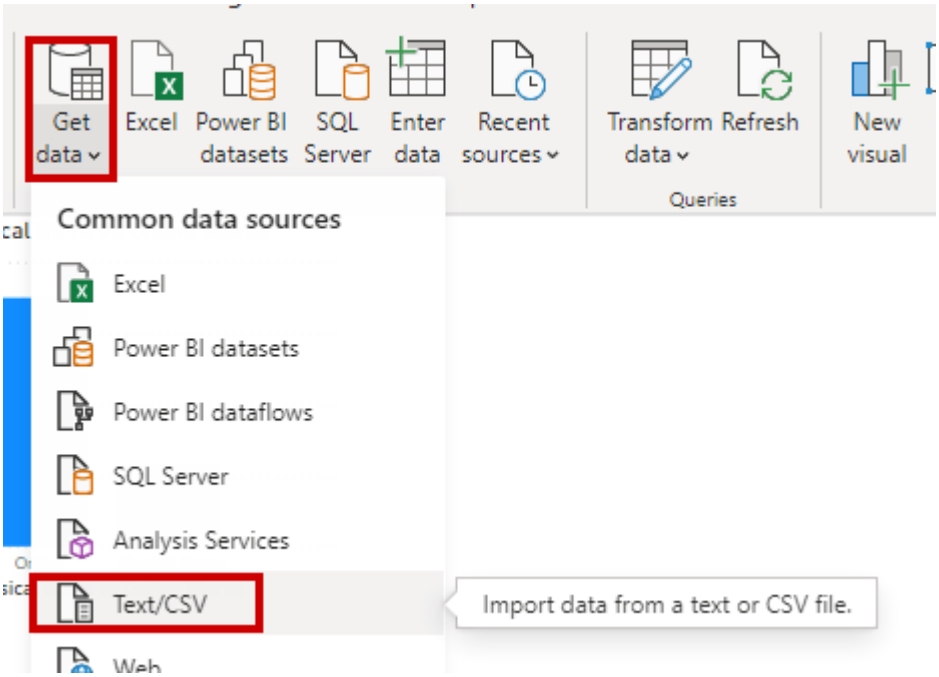
Set the Shared axis to age. The Column series to the new Price(group) just created and the Column values to Spent. The Line values will get the Impressions column



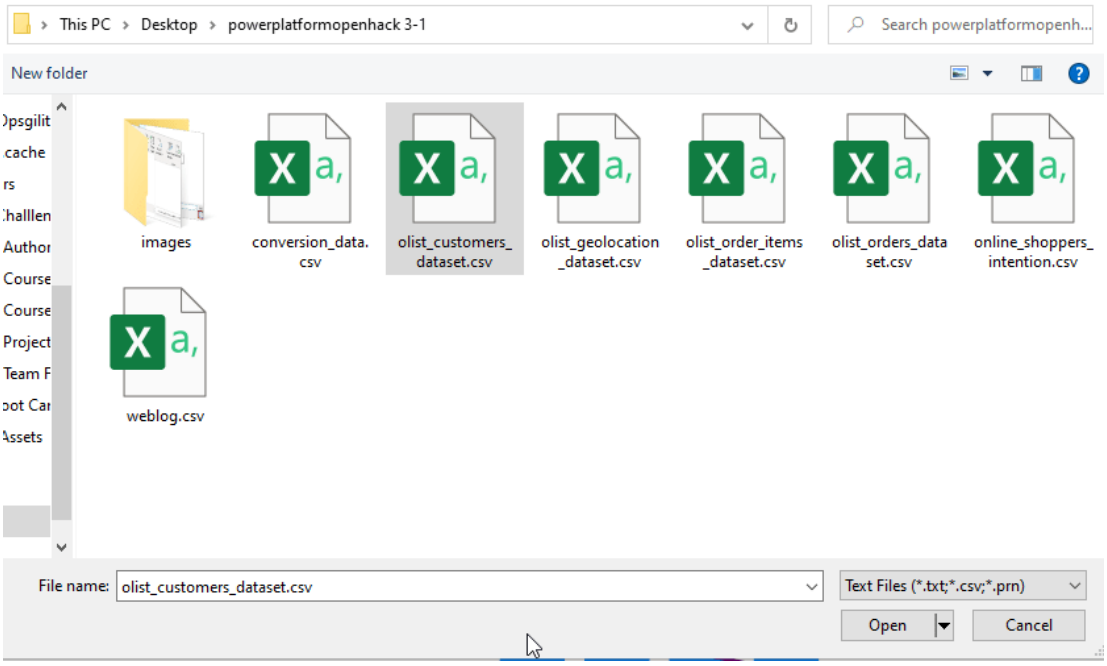


Next

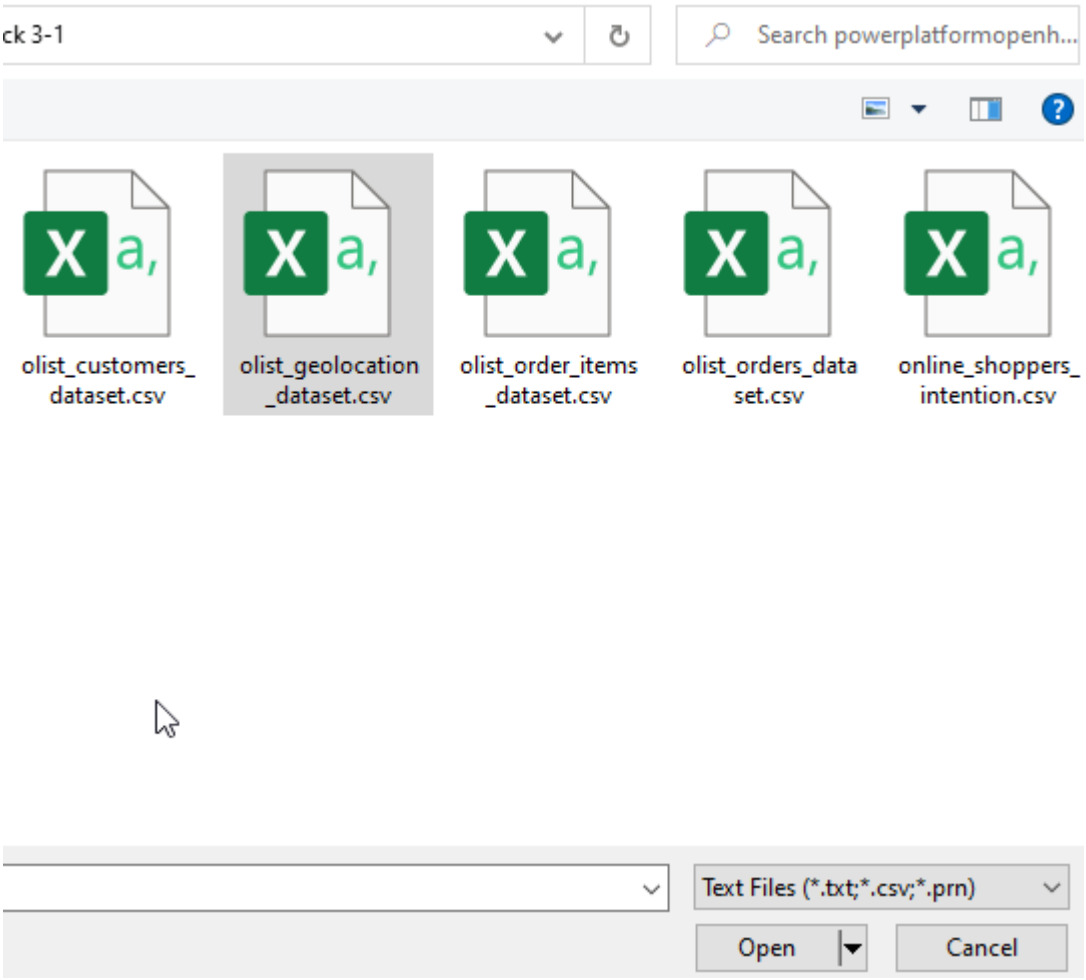
Select get data from Text/CSV in PowerBI



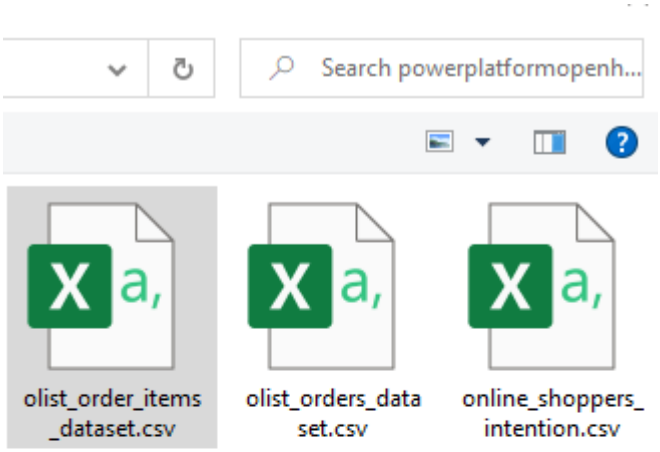
Choose olist_customers_dataset and click Open.Then click Load

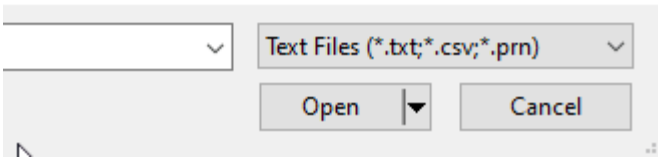


Choose olist_geolocation_dataset and click Open.Then click Load

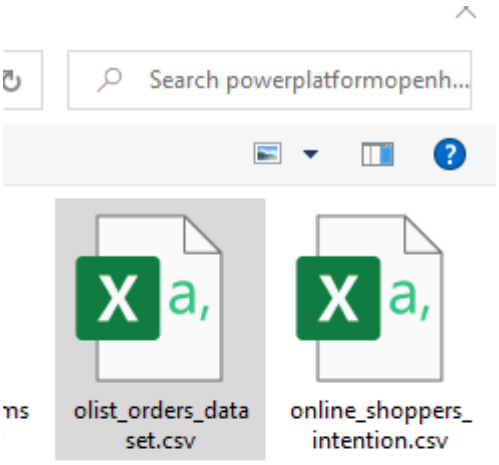


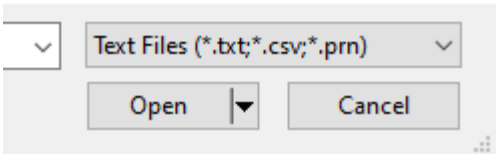
Choose olist_order_items_dataset and click Open.Then click Load



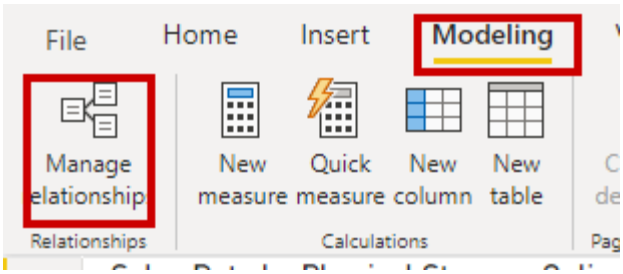


Choose olist_orders_dataset and click Open.Then click Load

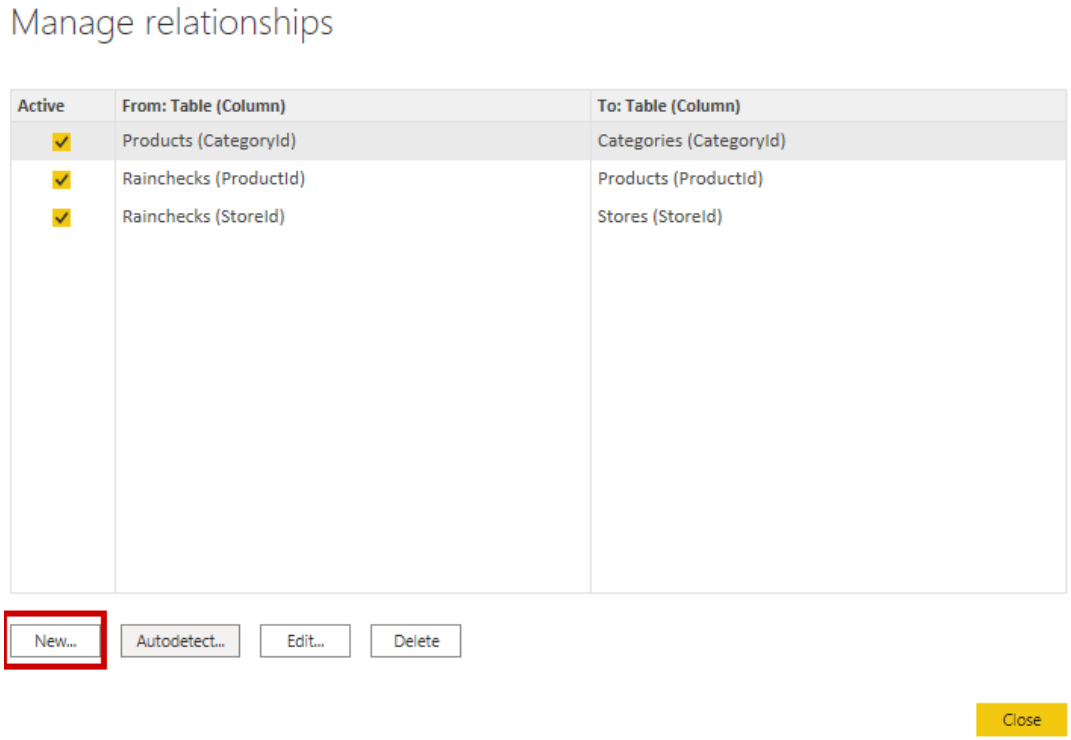




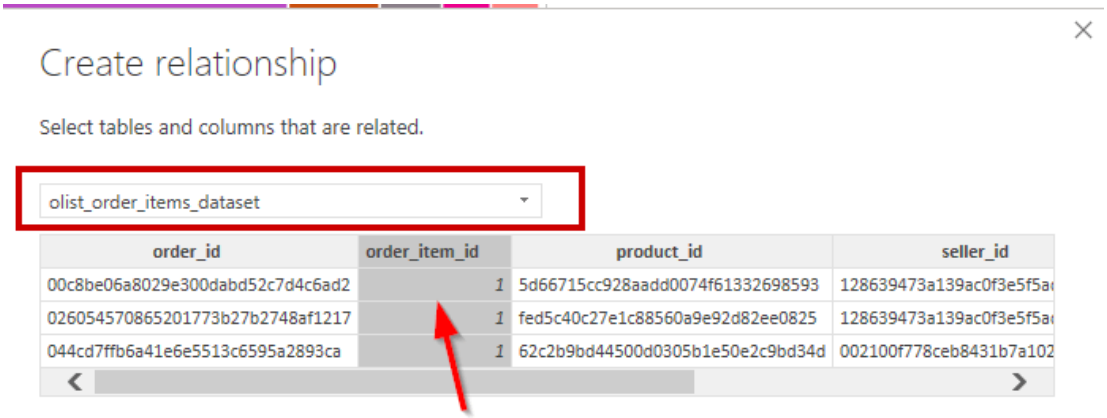
In PowerBI select the Modeling tab then click on Manage Relationships



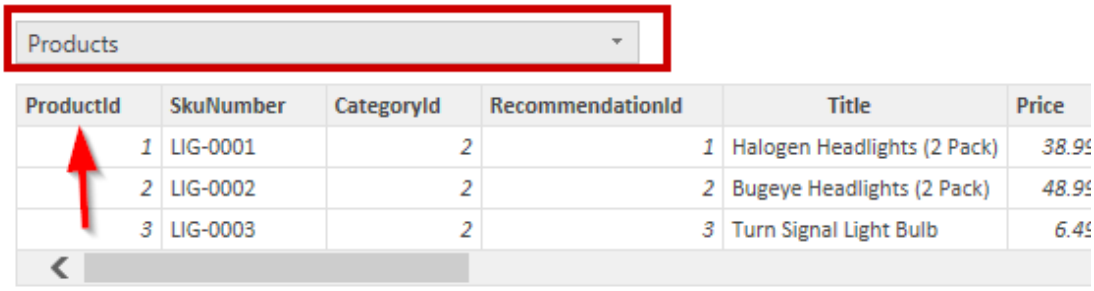
Click on the New button



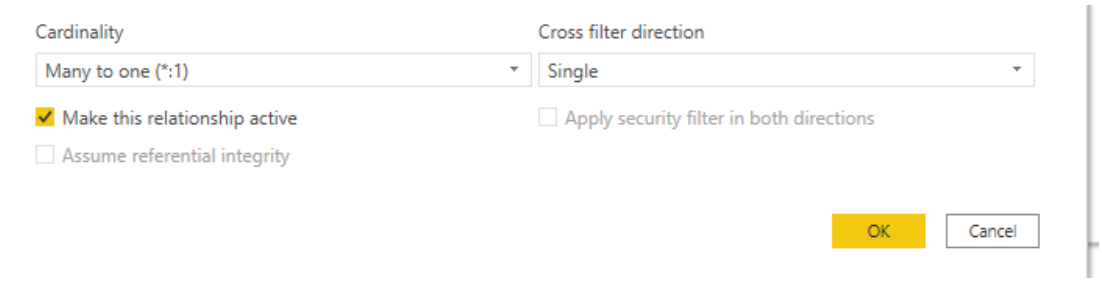
In the first dropdown select olist_order_items_dataset and choose order_item_id column



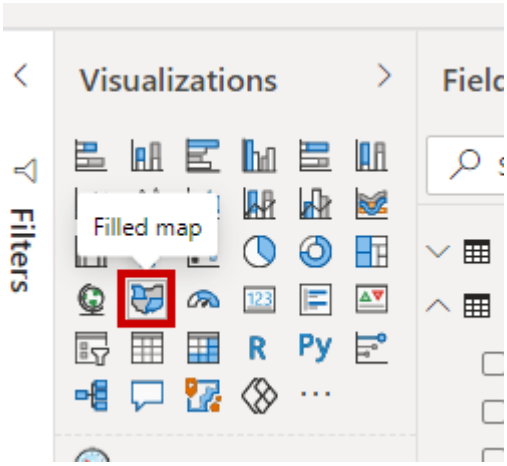
In the second dropdown select Products and choose the ProductId column



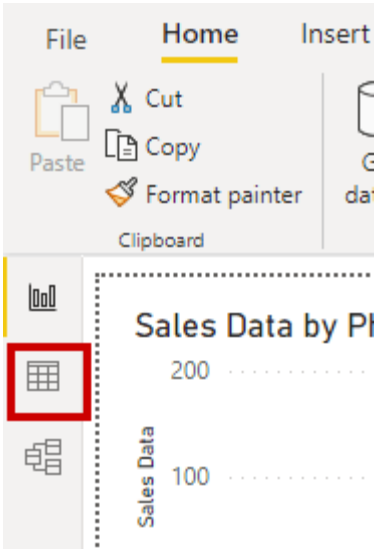
Leave the defaults and click OK. Then click Close



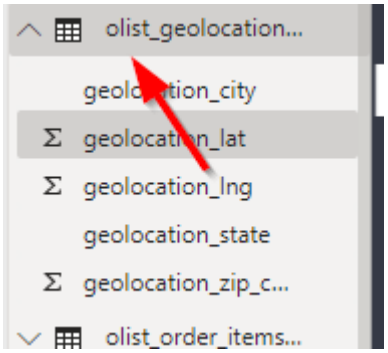
Make sure no visualization is selectd then click the Filled Map visualization



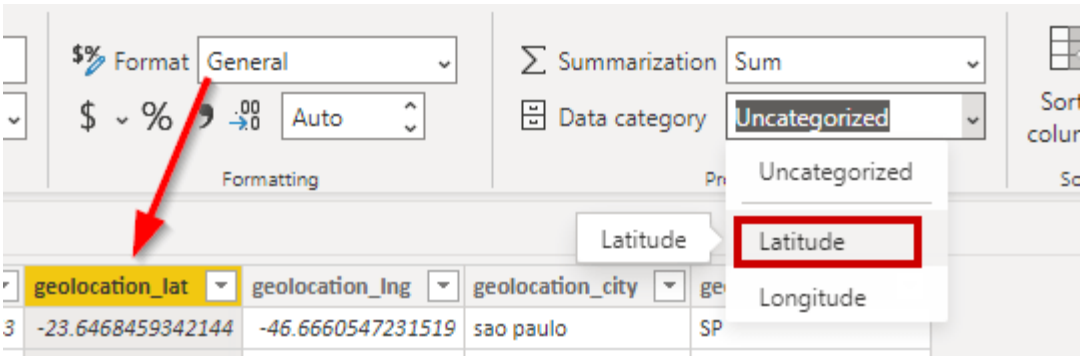
Select the Data tab on the far left edge



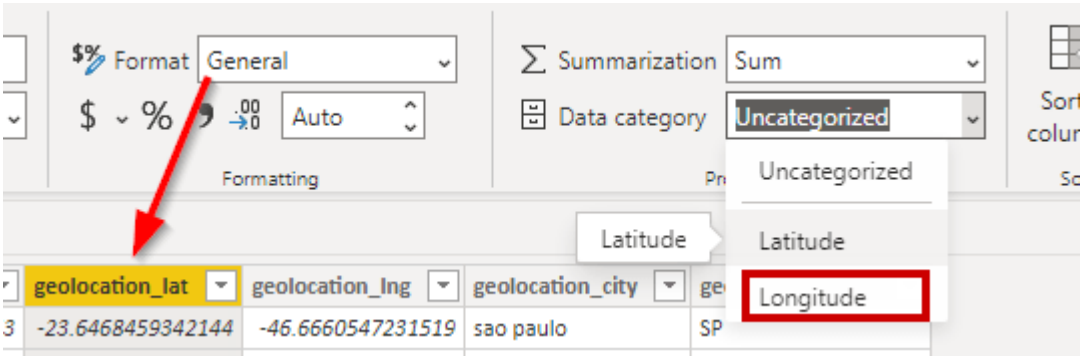
From the available tables select the olist_geolocation_dataset



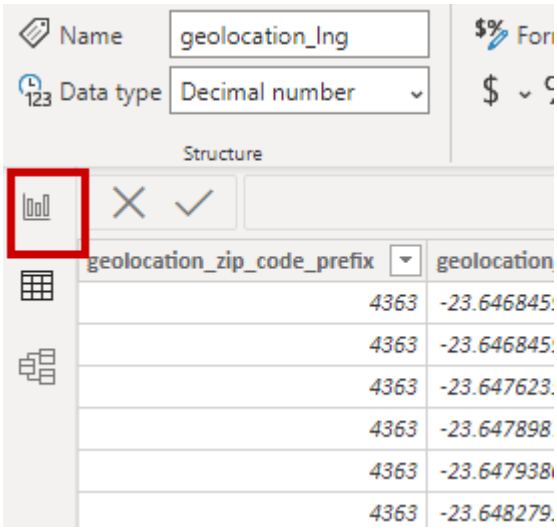
Highlight the geolocation_lat column and change the Data Category to Latitude



Highlight the geolocation_long column and change the Data Category to Longitude



Click back on the Report tab on the left navigation


Name
geolocation_lng
Data type
Decimal number
Structure
geolocation_zip_code_prefix
geolocation
4363
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