# World Wide Importers

* **Business Story**
* World Wide Importers is a wholesale distributor of a wide variety of products, specializing in providing goods to small and medium-sized businesses. They source their inventory from various suppliers and sell these products to retailers
* **Data Quality**

1. **Customers**
2. Removed unnecessary columns

* bying group ID - (One value)
* StandardDiscountPercentage - (One value)
* Account Opened Date column - (One value)
* StandardDiscountPercentage - (One value)
* IsStatementSent - (One value)
* IsOnCreditHold - (One value)
* PaymentDays - (One value)
* CustomerCategoryID - (One value)
* Delivery Method ID - (One value)
* Credit Limit - (NULL)

1. Removed empty cells from Alternate contact person id column
2. **Customer Transactions**
3. Removed unnecessary columns

* Is Finalized - (One value)
* OutstandingBalance - (One value)
* Payment Method ID - (One value)

1. **Invoice Lines**
2. Removed unnecessary columns

* TransactionTypeID - (One value)
* TaxRate - (One value)

1. **Invoices**
2. Removed unnecessary columns

* DeliveryMethodID - (One value)
* TotalChillerItems - (One value)

1. Fix errors in invoice date column
2. **Order Lines**
3. Removed unnecessary column (TaxRate) - (One value)
4. **Orders**
5. Removed unnecessary columns

* IsUndersupplyBackordered - (One value)
* BackorderOrderID - (One value)

1. Fix errors in OrderDate column
2. Fix errors in ExpectedDeliveryDate column

* **Data Modeling**
* Customers - Customer transactions: Many to One
* Customers -Orders: Many to One
* Customers - Invoices: Many to One
* Invoices - Orders: One to One
* Invoice lines – Invoices: Many to One
* Invoices - Orders : One to One
* Order Lines – Invoices: Many to One
* **Dashboards**

1. **Overview**

* **Cards:**
* Total Revenue
* Number of Transactions
* Total Orders
* Average Order Value
* Active Customers
* **Line Chart: Revenue Over Time**
* Sum of TransactionAmount by TransactionDate
* **Stacked Bar Chart: Top Selling Product**
  + Top Selling Product by Description
* **Pie Chart: Sales by Product**
* Sum of ExtendedPrice by StockItemID

1. **Sales**

* **Header:**
* Total-Sales: TransactionAmount
* Gross-Profit: LineProfit
* Total-Sold-Quantities: Quantities
* **Matrix:**
* CustomerID as ROW
* **Values:**
  + Sales(TransactionAmount)
  + TaxAmount
  + Profit(TransaxtionExcludingTax)
* **Purpose:**
  + Analyzing Sales per Customer
  + Profit From Each Customer
  + Tax per Sale
* **Area Chart:**
  + Y-axis: sales(TransactionAmount)
  + X-axis: TransactionDate(Year & Month)
* **Purpose:**
* Analyzing Sales per Duration (Year & Month)

1. **Last dashboard**

* Q&A Box
* Adding Q&A box as a small overview to get a quick info about a data or attribute.
* Heat Map
* Adding a heat map that shows the most frequent customers ordering places, so we can figure out which places that have the highest selling orders.
* Stacked Column Chart
* Adding a stacked column chart that displays most profitability products, that we have and figuring which products are working well with the market.
* Line Chart
* Adding Line chart for getting a quick view of all time profit over specific date
* Slider
* Adding a slider as filtering a whole data in the page and refresh upon the selected date