

Dear Consultant, you have been contracted to create a report on behalf of Dataleum which you will need to submit using PowerPoint to share the following insights:

- Executive summary
- Key findings /Solutions (in bullet points)
  - 1
  - 2 etc.
- Recommendations (to the business, based on your solutions)
- Conclusion

Below are instructions required to complete the given task:

Use Power BI solely for your analysis

Discount Band	Discount Rate
None	-
Low	1%
Medium	5%
High	10%

*For the discount question, this will require the IF function, follow the link below to understand the IF function <https://docs.microsoft.com/en-us/dax/if-function-dax>  
Explore the website to understand and learn other DAX functions*

## **Analysis Scenario**

### **Using the Office Supply dataset**

1. Calculate the following, using either Excel or DAX functions:
  - a. Gross Sales
  - b. Discount (use the discount rate)
  - c. Revenue
  - d. Profit before Tax
  - e. Profit Margin
  - f. Tax on Profit (tax rate 5%)
  - g. Profit after Tax
2. Create a report overview for:
  - a. Segment
  - b. State
  - c. Product
3. Produce a report on all products sold between January and December 2014, showing number of sales, sales proportions and financial performance. Ensure your analysis can be used to determine whether there is growth or decline on any of the product lines.
4. What key products are the drivers of performance?
5. If we would like to discontinue any product sub due to poor outcomes, what would this be?
6. What product do we pay the highest tax on?