Birzum Sales Analytics — Final Project

Power BI multi-page report based on existing DWH

Author: Fatkhullakh Turakhonov

1) Business background

Company: Birzum is a multi-brand footwear & apparel retailer operating both online and through partner chains across the U.S. Its assortment covers five core product groups: Men's/Women's Apparel, Men's Street Footwear, Men's Athletic Footwear, and Women's Street Footwear.

Process analyzed: The Sales-to-Cash process from order booking through payment and fulfillment, with focus on operational sales performance and margin quality across time, retailers, geographies, and categories.

Purpose of the report: Give commercial managers and category owners a fast, reliable way to:
- Track Total Sales, Units Sold, Average Unit Price, and Operating Margin %
- Compare performance by retailer and product
- Monitor trends by date (month/quarter/year)
- Explore regional mix (state / city) and identify high-value locations
- Drill into a single retailer or product to understand mix and profitability

Primary users: Head of Commercial / Category Leads, Regional Managers, Finance BP.

Key questions answered:
- Which retailers drive the most sales and units this period?
- What products/categories are leading, and where?
- How do sales trend by month and year? Any seasonality?
- Which states and cities deliver the highest sales?
- Where are our operating margins above/below threshold?

2) Data source and model

Source: Existing DWH schemas:
- bl_dm (dimensional): dim_date, dim_customer, dim_product, dim_retailer, dim_geography, method dimensions.
- bl_3nf (normalized) used upstream for SCD2 customer and core entities (already staged into

bl_dm).
- SalesFact (fact table) with line-level sales, quantity/units, price_per_unit, and operating_profit (or margin driver fields).

Shaping & modeling (Power Query):
- Kept only needed columns; removed N/A rows.
- Built a flattened Geography query (City → State → Region).
- Created ProductDim, RetailerDim, CustomerDim.
- Added Calendar table for clean Year/Month slicing.

Relationships (star):
- SalesFact → ProductDim
- SalesFact → RetailerDim
- SalesFact → CustomerDim
- SalesFact → dim_date (via date_key)
- SalesFact → Geography

3) Measures & calculated columns

Core measures: Total Sales, Units Sold, Avg Unit Price, Operating Margin %

Dynamic titles: Title – Period, Title – Products, Title – Retailers

Calculated columns: Quarter, Month Short in Calendar/Date tables

4) Report pages & design

Page 1 — Executive Overview: KPIs, Retailer bar, Category bar, Date line, YoY trends.

Page 2 — Products & Retailers: Sales by Product, Retailer × Category matrix with conditional formatting.

Page 3 — Customers & Geo: Distinct customers, Map by State, City bars, High-margin donut, details table.

Drillthrough and Drilldown enabled. Slicers synced. Cross-highlighting applied.

Customers & Geo

Executive Overview | Products & Retailers | Customers & Geo

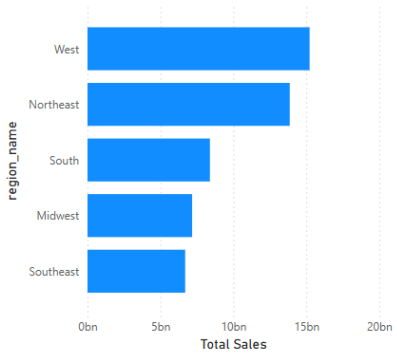
High-Margin Sales by Category — for All Periods

category_name
Men
Women

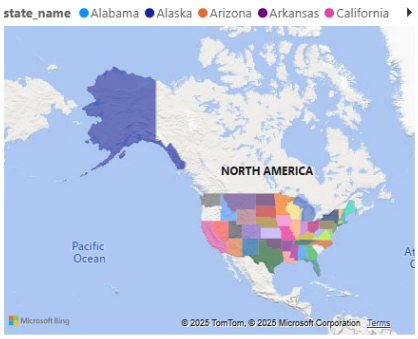
200
Customers (distinct)

city_name	state_name	Total Sales	Units Sold	Operating Margin %
Wilmington	Delaware	639,839,418.00	1577621	0.37
Wichita	Kansas	487,738,425.00	1462716	0.35
St. Louis	Missouri	488,596,486.00	1832748	0.40
Sioux Falls	South Dakota	423,568,500.00	1145842	0.35
Seattle	Washington	1,316,601,958.00	2330297	0.27
San Francisco	California	3,392,409,465.00	7090610	0.30
Salt Lake City	Utah	474,206,791.00	2394706	0.40
Richmond	Virginia	1,073,822,637.00	2636944	0.36
Providence	Rhode Island	425,546,357.00	1366144	0.36
Portland	Maine	1,529,969,517.00	3627497	0.35
Phoenix	Arizona	765,131,917.00	2297431	0.34
Philadelphia	Pennsylvania	519,607,683.00	1383220	0.40
Orlando	Florida	1,367,860,136.00	2977079	0.32
Total		**76,768,145,828.00**	**232310891**	**0.37**

Total Sales by region_name



Total Sales by State — for All Periods | N/A, Women, Men | Foot Locker, Adidas.com, Amazon +5 more



Total Sales by city_name

Birzum Sales Report

Executive Overview | Products & Retailers | Customers & Geo

category_n...
Men
Women

payment_m...
Card
Cash

76.77bn
Total Sales

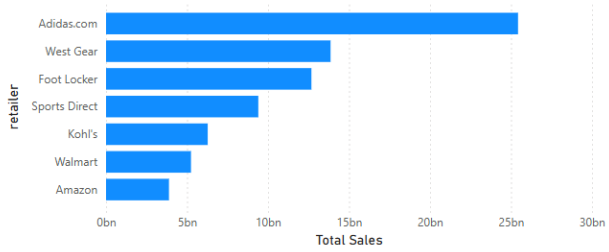
232M
Units Sold

retailer
- Adidas.com
- Amazon
- Foot Locker
- Kohl's
- Sports Direct
- Walmart
- West Gear

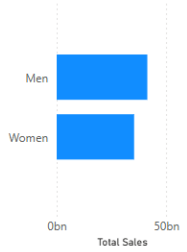
Year
- 2022
- 2023

Month
- Apr
- Aug
- Dec
- Feb
- Jan
- Jul
- Jun
- Mar

Foot Locker, Adidas.com, Amazon +5 more



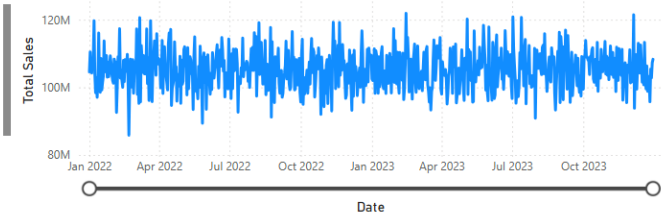
Women, Men



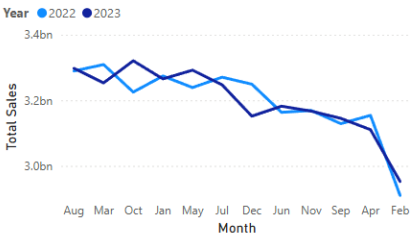
0.37
Operating Margin %

330.45
Avg Unit Price

Total Sales by Date



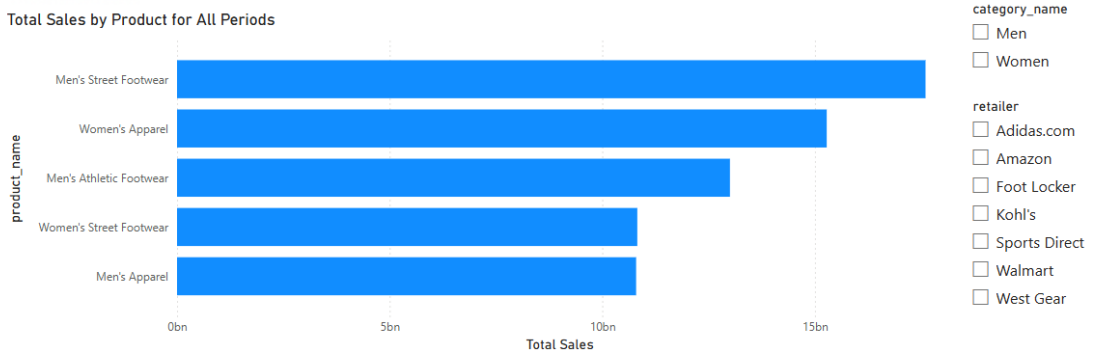
Total Sales for All Years



Products & Retailers – All Categories | All Retailers

Title P2

Executive Overview | Products & Retailers | Customers & Geo



category_name retailer	Men Total Sales	Units Sold	Operating Margin %	Women Total Sales	Units Sold	Operating Margin %	**Total** **Total Sales**	**Units Sold**	**Operating Margin %**
West Gear	7,318,332,674.00	18142052	0.36	6,540,946,360.00	15894629	0.33	**13,859,279,034.00**	**34036681**	**0.35**
Walmart	2,764,493,514.00	7059157	0.33	2,478,305,628.00	6336343	0.38	**5,242,799,142.00**	**13395500**	**0.35**
Sports Direct	4,879,276,568.00	15067772	0.39	4,519,498,632.00	13609812	0.43	**9,398,775,200.00**	**28677584**	**0.41**
Kohl's	3,287,247,711.00	8840231	0.38	2,988,275,478.00	7845158	0.33	**6,275,523,189.00**	**16685389**	**0.36**
Foot Locker	7,116,971,688.00	18476807	0.37	5,559,782,413.00	14985040	0.36	**12,676,754,101.00**	**33461847**	**0.37**
Amazon	2,240,306,577.00	5529903	0.37	1,642,319,616.00	4349100	0.37	**3,882,626,193.00**	**9879003**	**0.37**
Adidas.com	13,794,637,219.00	51923346	0.38	11,637,751,750.00	44251541	0.40	**25,432,388,969.00**	**96174887**	**0.39**
Total	**41,401,265,951.00**	**125039268**	**0.37**	**35,366,879,877.00**	**107271623**	**0.37**	**76,768,145,828.00**	**232310891**	**0.37**