Birzum Sales Analytics — Final Project

Power BI multi-page report based on existing DWH

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# **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.

