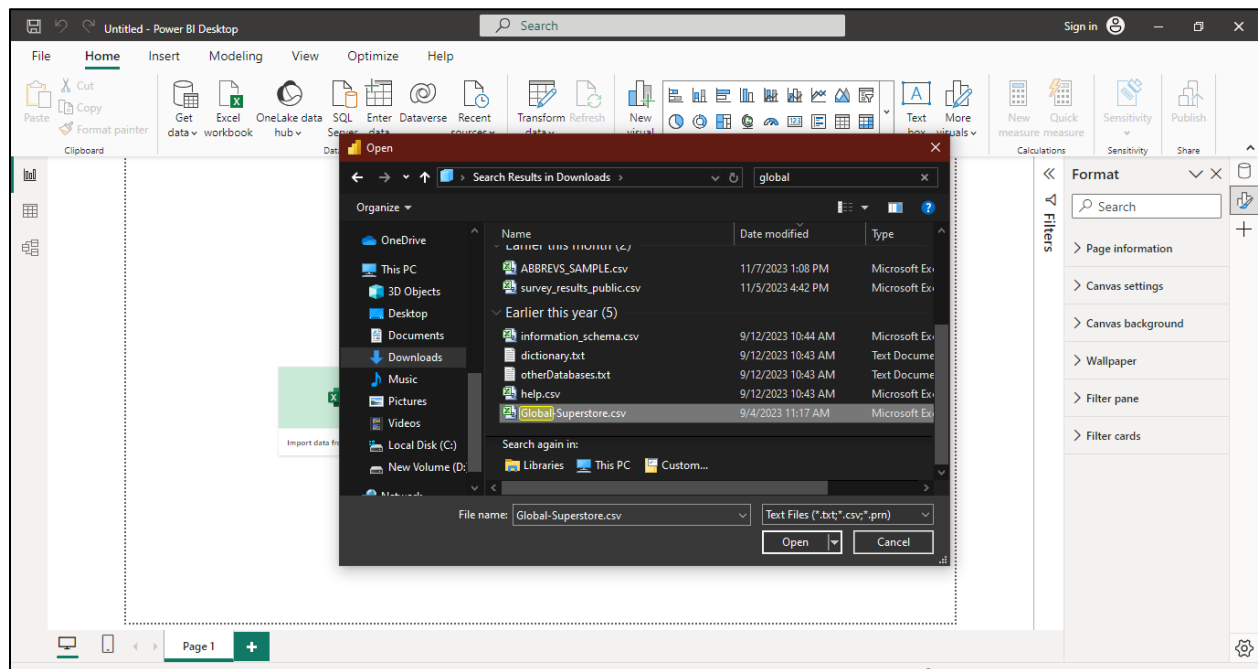
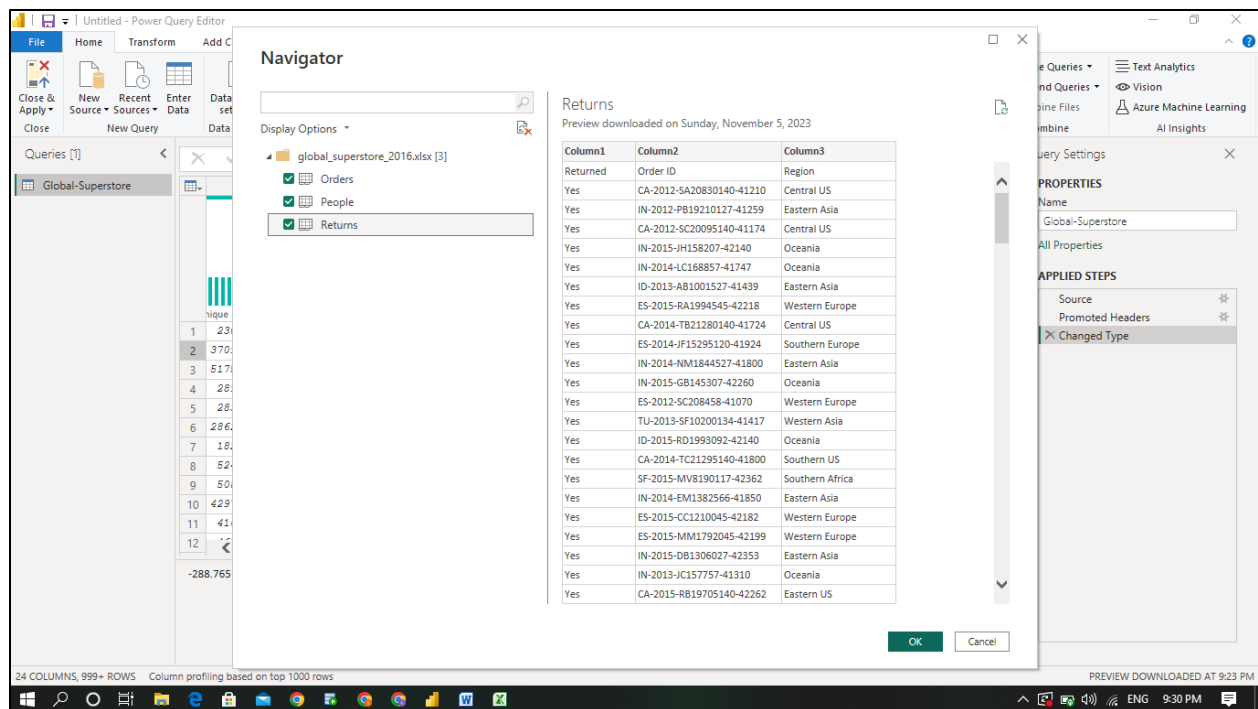


**CASE STUDY**  
**ON**  
**GOLBAL STORE ANALYSIS**  
**OF**  
**Data Visualization**

## Steps:

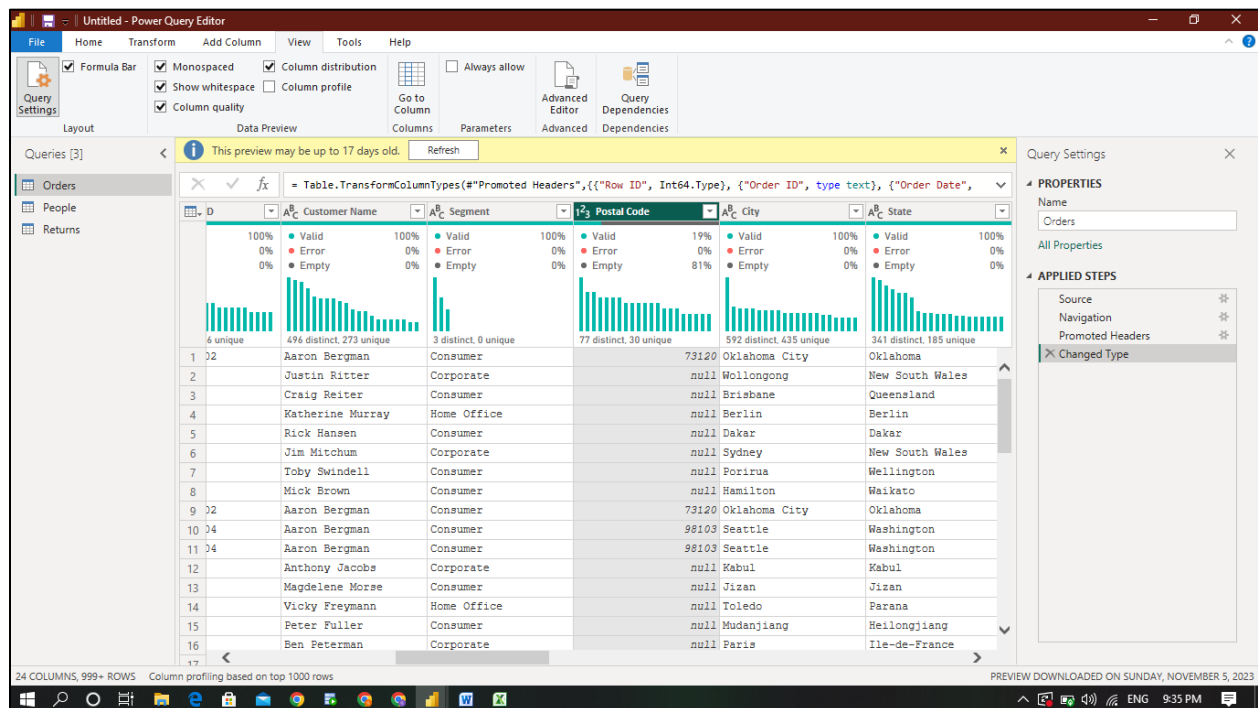
1. Connecting Database
2. Cleaning DataBase
3. Processing Database
4. Visualization
5. Creating the Dashboard





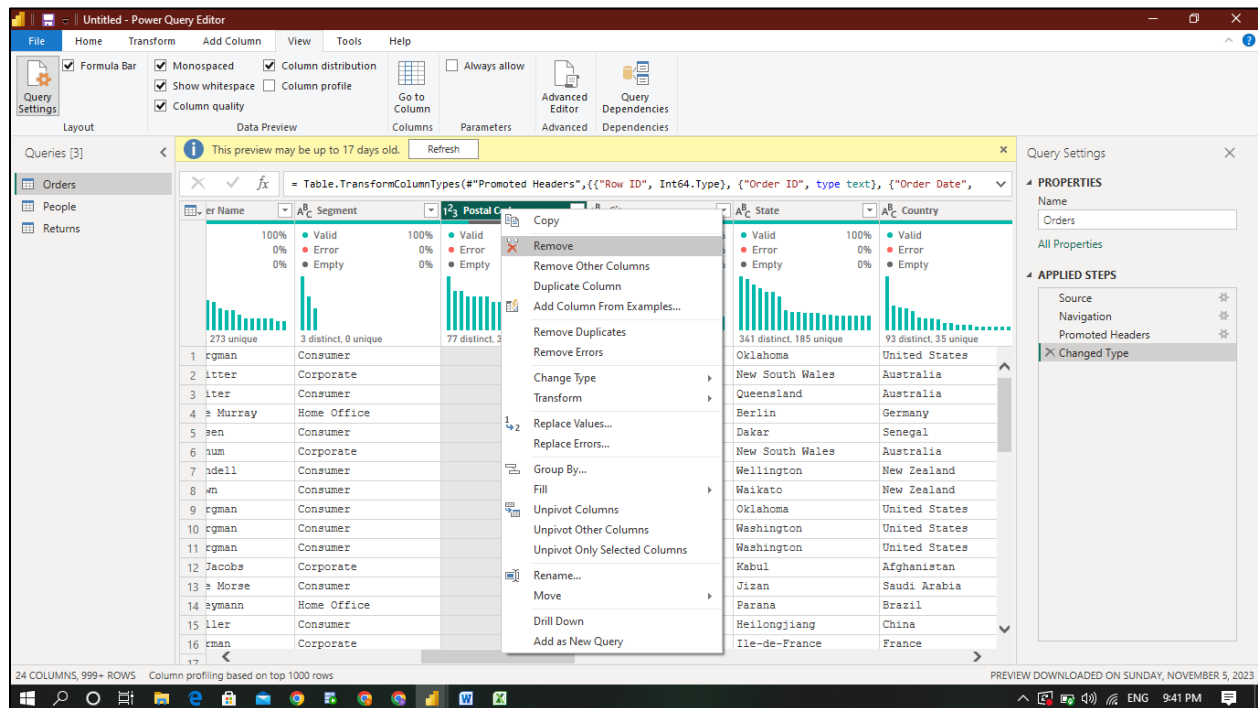
## After Transforming

Step 1: We will check the Column Quality (is there any null values or not)

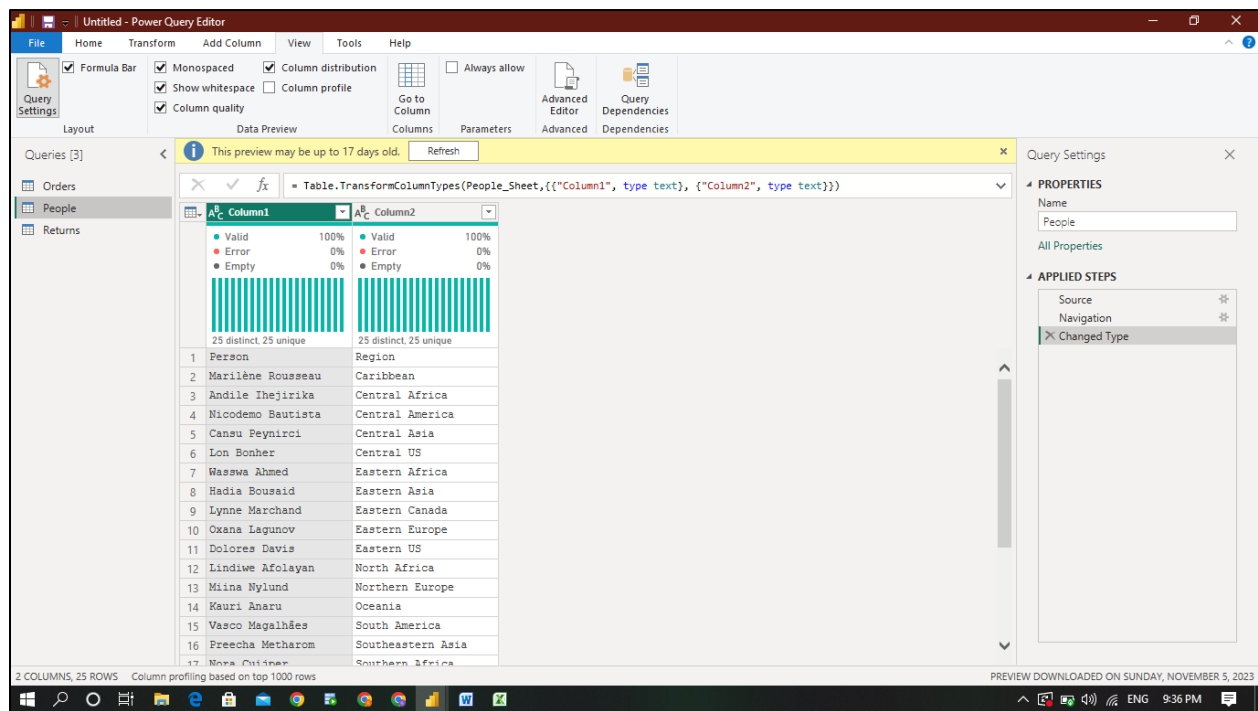


Here in Postal Code the are \*1% of Empty Values and 19% are valid

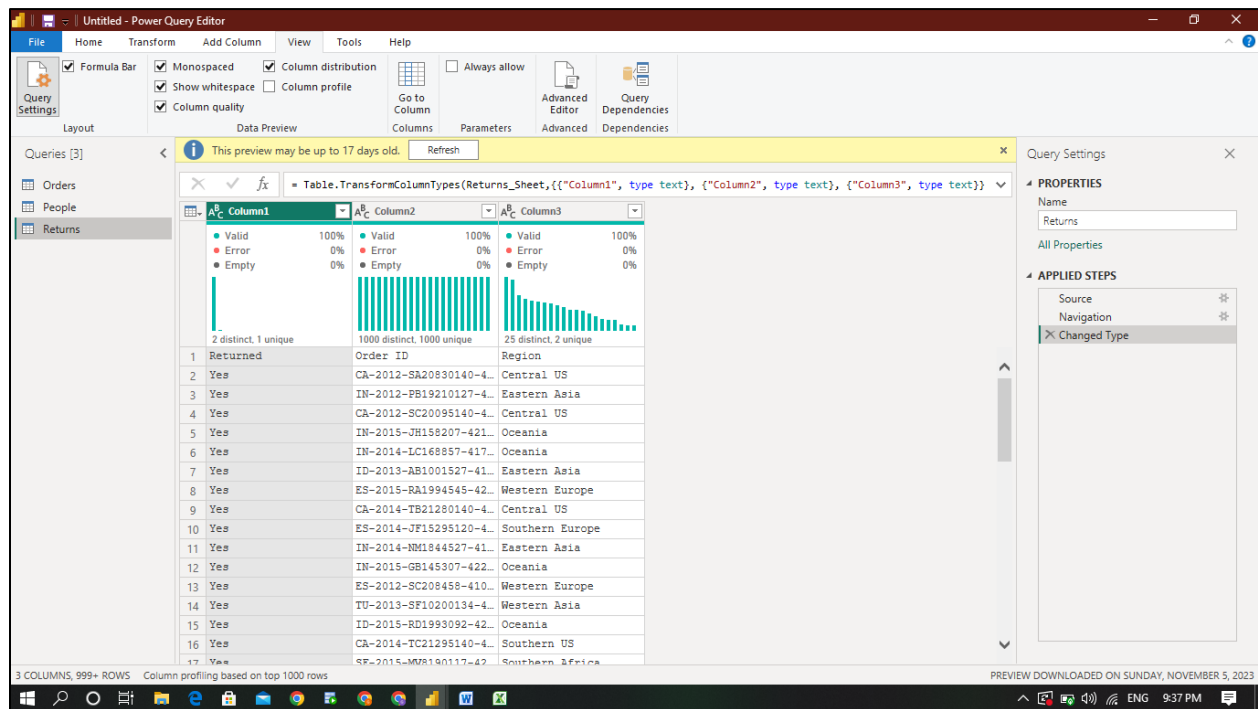
We will remove the Postal Code column as it has more null values and we have Region, State, and Country so there is no need of having postal code column



In People Table there are no null values present in any of the column



In Returns Table there are no null values present in any of the column



Step2: Check the Columns Header

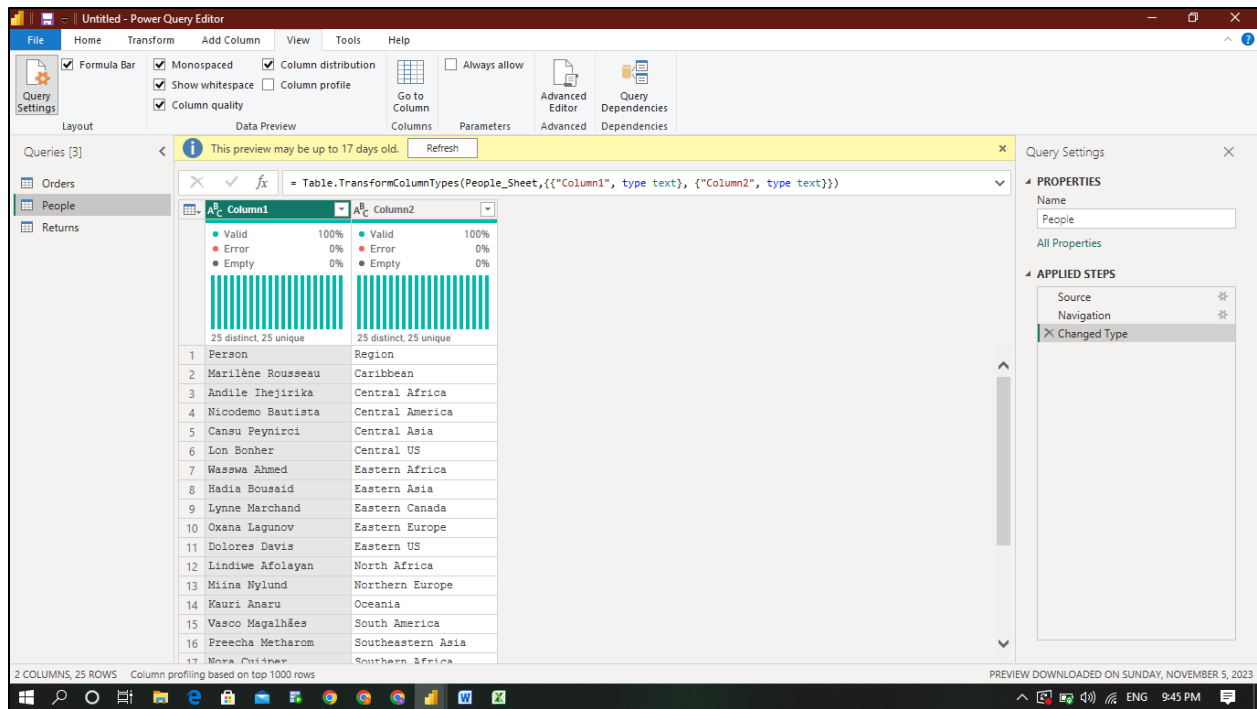
In some cases the column name are placed in first row

In this type of situations we should make the Row first as the column header

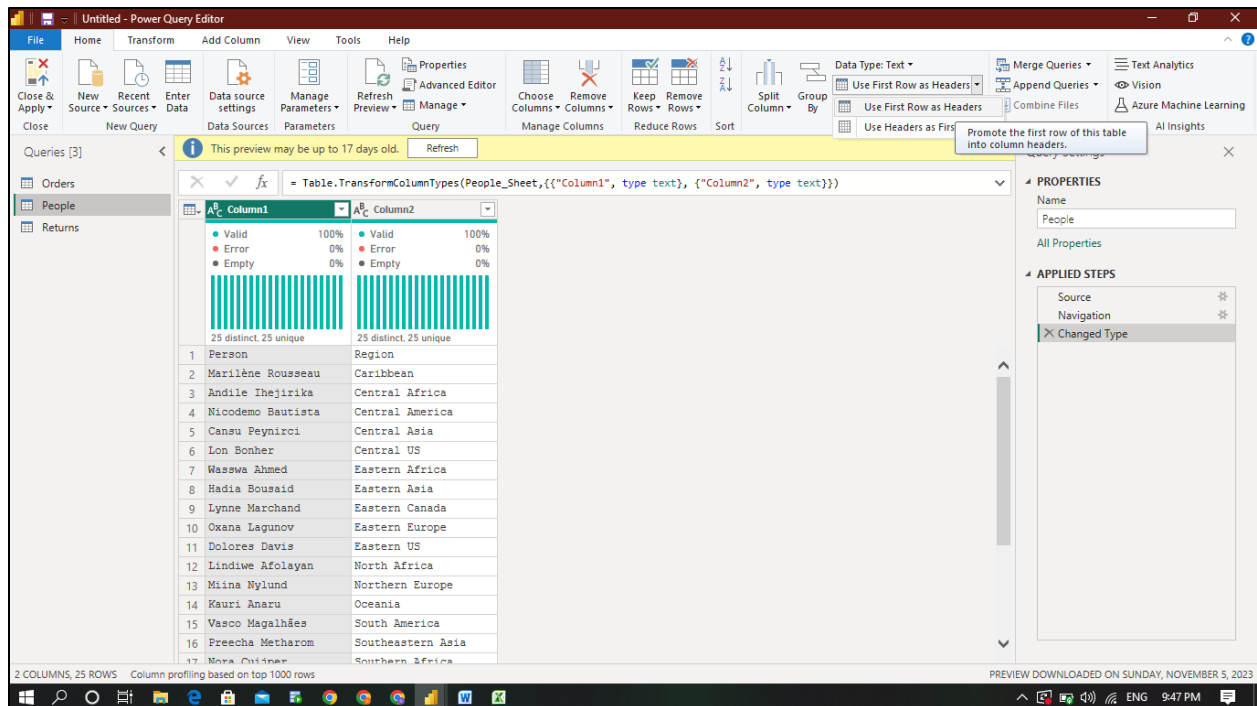
Here in our Datasets

The Order table doesn't contain any column which Column name is not Specified

In People Table here is the uncertainty

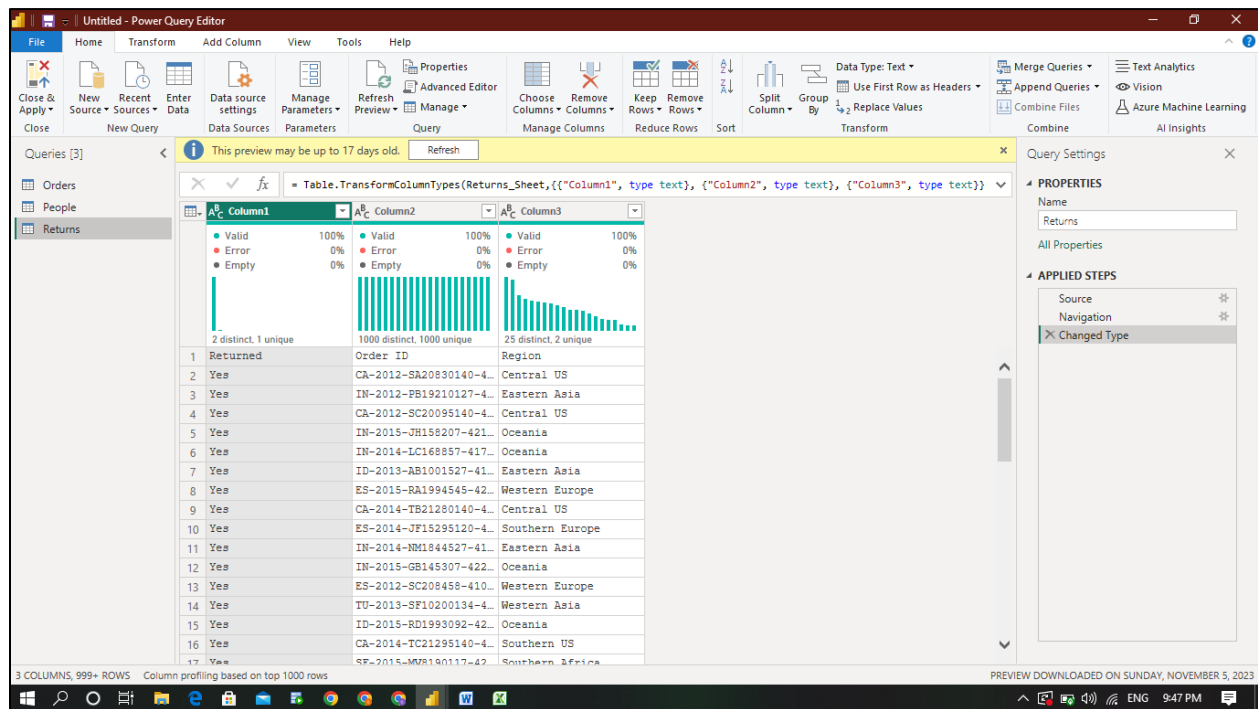


To make it as Column name we will select both of the columns then we will go to the Home tab then in right side there is “Use first row as header”

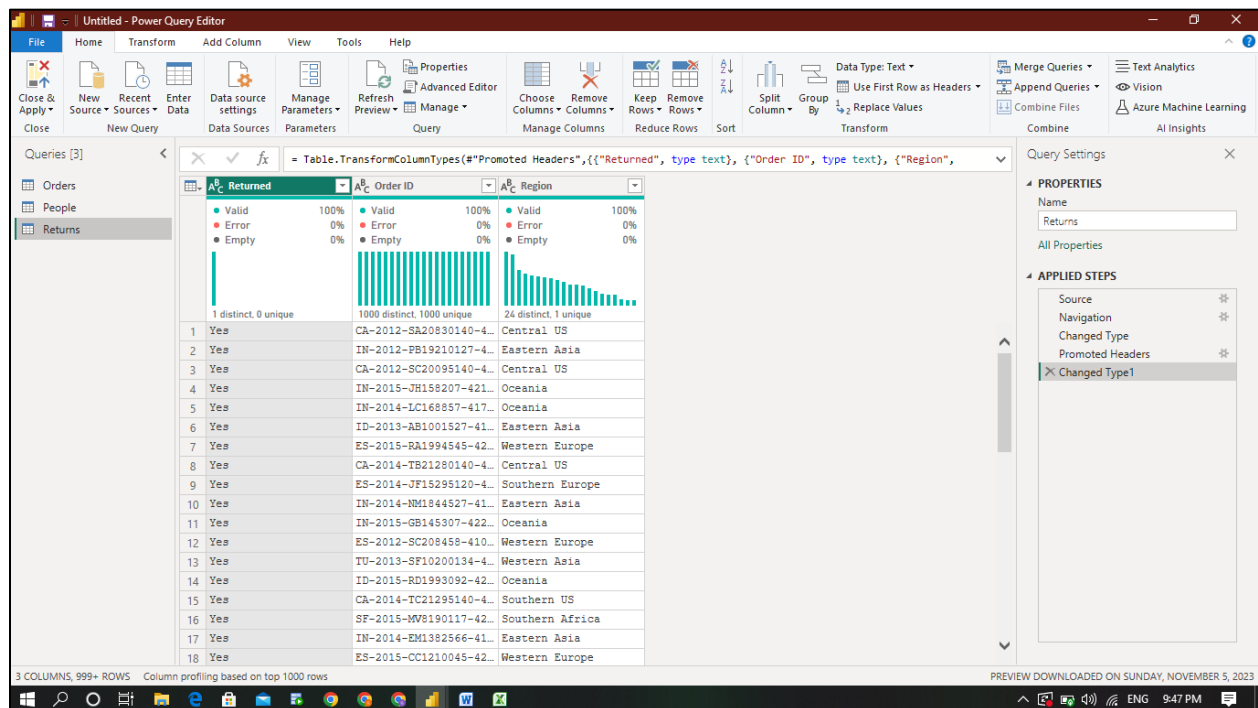


Same steps will be followed for Returns Table

## Before-



## After-



Step 3: Check the Data type of all the columns in all the tables

Now our data is clean and we will go to the processing part

We can make a column which will show how many days were required to deliver the delivery

Go to Add Column and Select Custom Column

[Ship Date] – [Delivery Date]

Custom Column

Add a column that is computed from the other columns.

New column name  
Delivery\_Days

Custom column formula  
= [Ship Date] - [Order Date]

Available columns  
Order Date  
Ship Date  
Ship Mode  
Customer ID  
Customer Name  
Segment  
City

<< Insert

OK Cancel

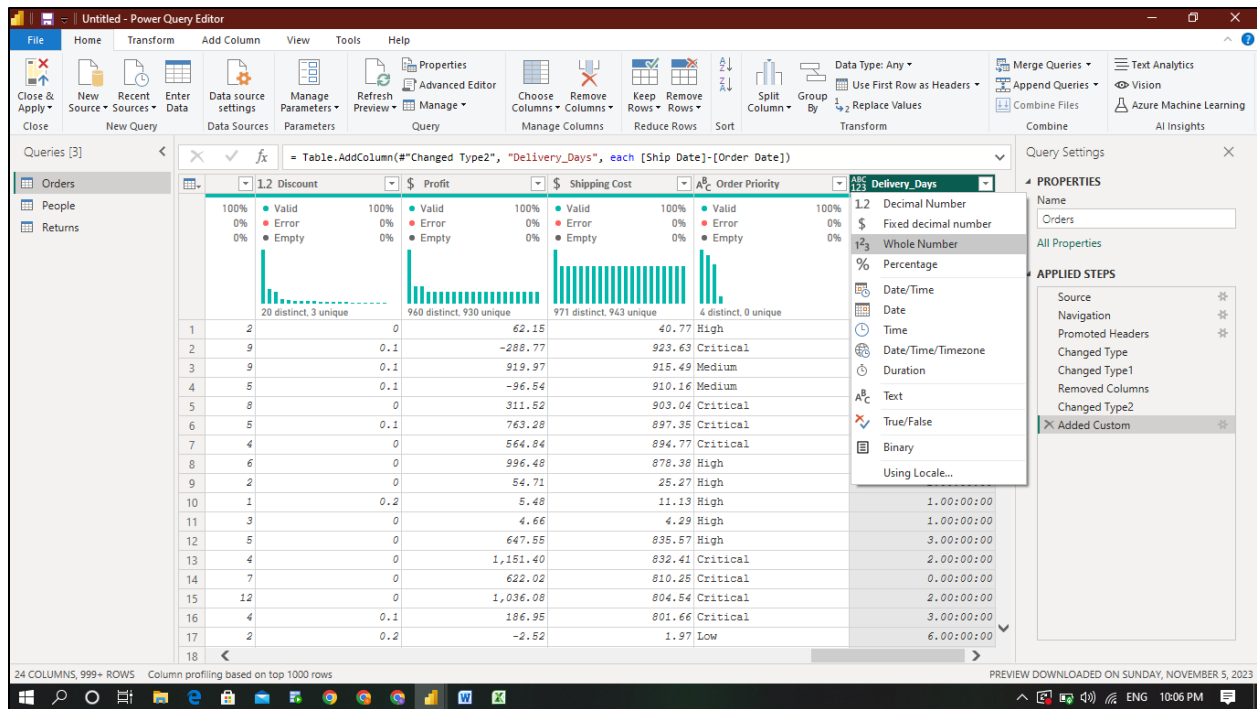
✓ No syntax errors have been detected.

23 COLUMNS, 999+ ROWS Column profiling based on top 1000 rows

PREVIEW DOWNLOADED ON SUNDAY, NOVEMBER 5, 2023

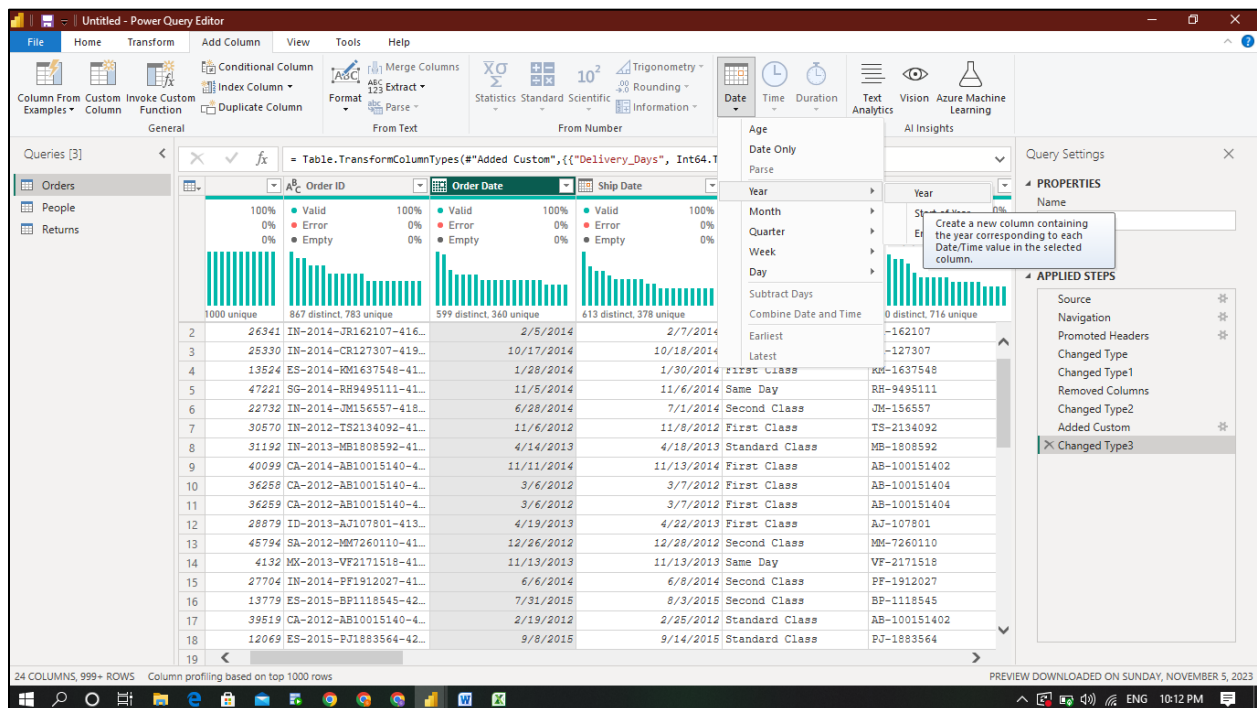
Change the Data type to Whole Number Data type





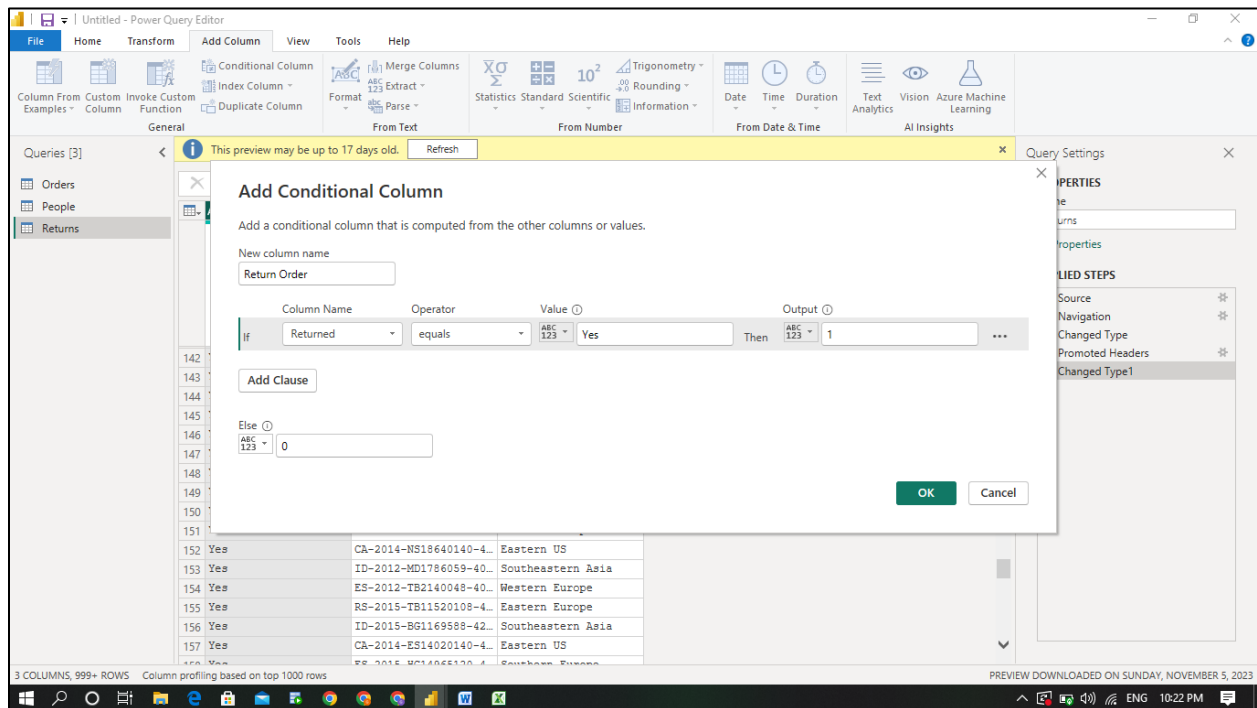
Now we will create the Year Column using order date

Select the Order date Column and In Add Column Go to Date then select year

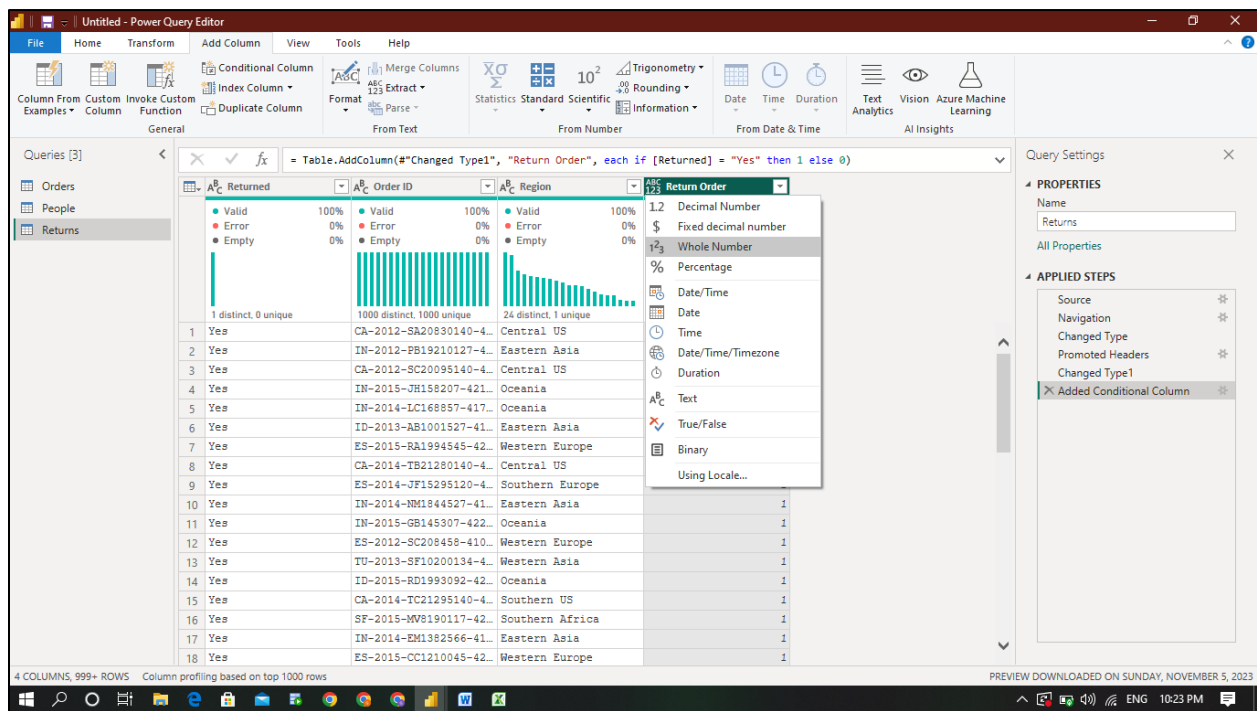


Now in Returns Table there is the There is the Returns Column

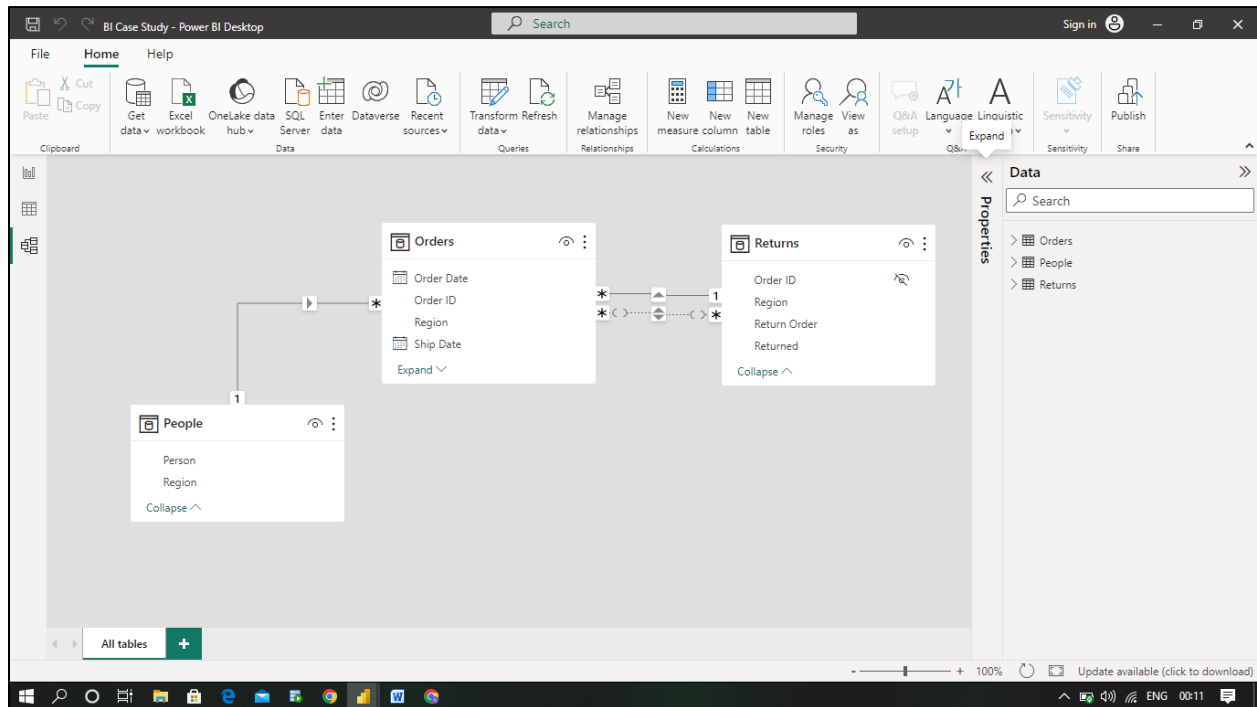
We can make a conditional column if the Return = Yes then it is 1 if it is not then it will be 0



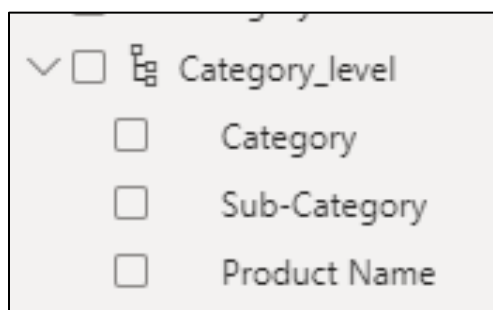
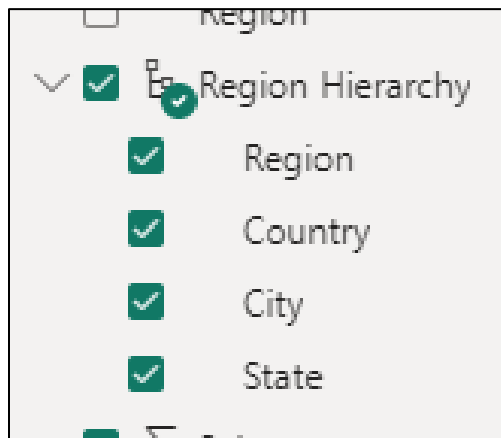
Change the Data type to the Whole Number



We will Make the Relationships:



Heirarchy :



## Visuals:

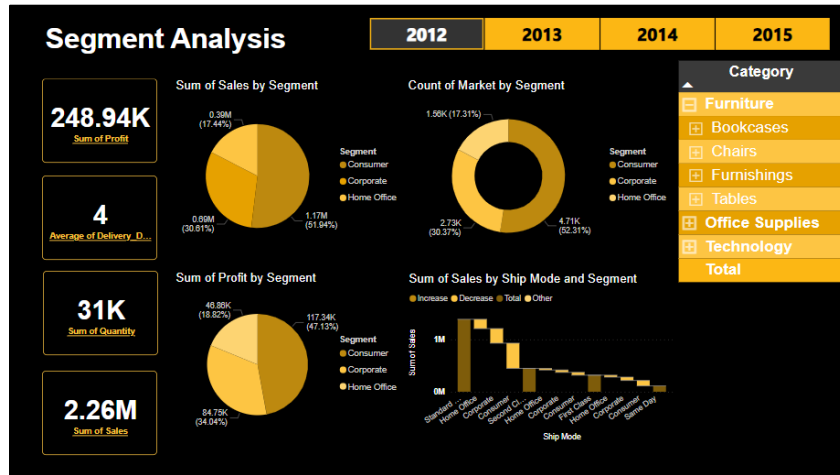
### Profit Analysis



In this Visual We can see

- Profit By Country which we can drill down
- Profit By Category which we can drill down
- Top 5 Profit Products
- Top 5 Loss Products
- Average of Delivery Days
- Summation of Sales
- Sum of Profit

## Segment Analysis



In this Visual We can see

- Average of Delivery Days
- Summation of Sales
- Sum of Profit
- Sales by Segment
- Profit By Segment
- Market by Segment
- Ship Mode by Sales and Segment

## All can be filter by Years and Category

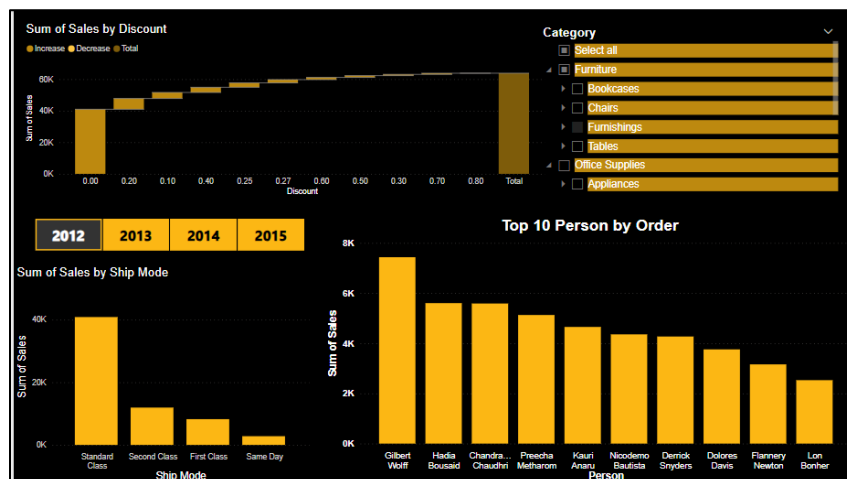
## Sales Analysis



In this Visual We can see

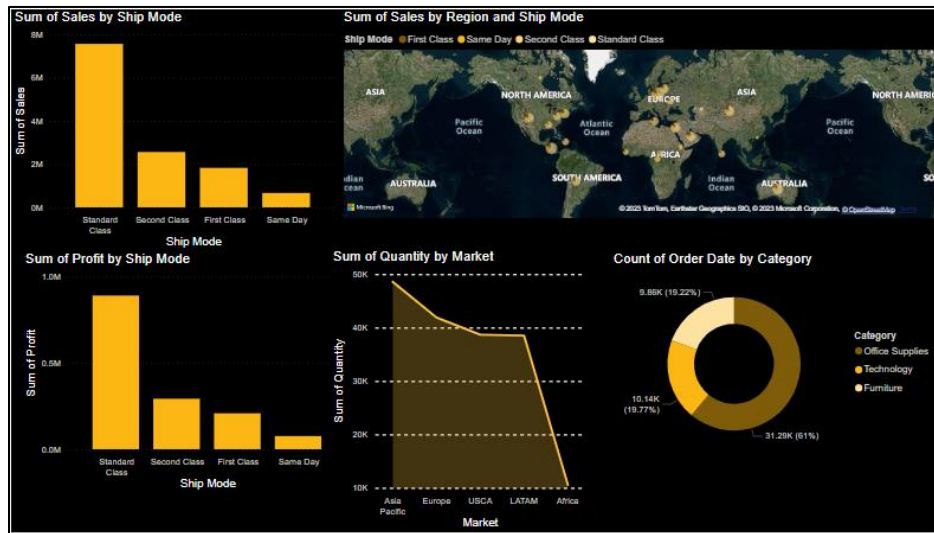
- Profit By Country which we can drill down
- Profit By Category which we can drill down
- Top 5 Profit Products
- Top 5 Loss Products
- Average of Delivery Days
- Summation of Sales
- Sum of Profit

## Common



In this Visual We can see

- the Top 10 persons name
- Ship mode
- Category



In this Visual:

Region by Ship mode

Their market

Sum of Sales by Ship mode – which is mode for **Standard**

Sum of Profit by Ship mode – which is mode for **Standard**