Part 2: Urban Threads Expansion Strategy Case Study

Q1: How would you design a dashboard to help Urban Threads expand into new markets?

I would design a Power BI dashboard that provides insights on regional sales performance and product demand. The dashboard would include:
- 4 Key Metrics: Total Revenue, Total Orders, Average Order Value (AOV), Total Customers
- Monthly Revenue Trend Line Chart
- Region performance using a Donut Chart and a Region × Category Matrix
- Top 10 Products by Revenue Bar Chart
- Interactive Slicers for Region, Product Name, MonthYear, and Category

This setup helps stakeholders compare performance across regions, identify high-growth areas, and make data-driven decisions.

Q2: What KPIs would you track?

- Total Revenue: Indicates market potential
- Sales Growth Percentage: Shows momentum by region
- Order Volume: Assesses customer demand
- Average Order Value (AOV): Reflects customer spending behavior
- Total Customers: Measures market penetration
- Category Revenue Share: Identifies in-demand product lines

Q3: How would you structure your data model?

I would use a star schema with:
- Sales Fact Table: Contains order data, revenue, product ID, date, and region
- Date Dimension: Enables time intelligence
- Product Dimension: Details product attributes
- Category Dimension: Groups products into categories
- Region Dimension: Defines sales regions

This structure simplifies relationships and supports efficient filtering and aggregation in Power BI.

Q4: How would you keep stakeholders engaged with your dashboards?

- Use clean and intuitive visuals with consistent formatting
- Include interactive slicers for on-the-fly filtering
- Implement tooltips and drill-through for deeper analysis
- Schedule email updates via Power BI Service
- Highlight key insights and actions at the top of each page

Q5: How can Power BI help identify underperforming segments?

- Compare regions and categories to pinpoint low-revenue areas
- Highlight products outside the top performers
- Use time-series to detect downward trends in revenue or orders
- Filter by region or category to isolate and analyze underperforming segments

This enables quick action to address issues or optimize resources.