# PropVivo Power BI Assessment – Case Study (Expansion Strategy)

## Project Overview

You are hired by a retail brand, Urban Threads, operating in 40 cities. They plan to expand into 10 new cities and want a Power BI-based analytical strategy. No dataset is provided – your goal is to define the BI solution conceptually.

## Objective

Design a Power BI reporting plan that will help the leadership team make expansion decisions using KPIs, DAX logic, and dashboard mockups.

## Problem

• No centralized BI system

• Lack of insights into city/store-level performance

• No data-driven expansion roadmap

## What to Include

1. Data Model Design:

* Propose 3 tables (e.g., Sales, Cities, Stores)
* Suggest 8–10 key columns (e.g., Revenue, Region, Store Type)

1. 2. KPIs to Track:

* YoY Growth Rate
* Average Order Value
* Store Efficiency (Sales ÷ Footfall)
* Customer Satisfaction Index

1. DAX Thinking (Logic Only):

* Write pseudo-DAX for Customer Retention and 3-Month Moving Average Forecast

1. Dashboard Plan:

* Layout with 4 visuals
* Filters for Region, City Type, Month
* Drillthrough: Region → City → Store

1. Scenario Task (Advanced):

* Prove if social media ad spend increases footfall in specific cities.  
  Describe your approach, charts to use, and how you’d explain it to non-technical leaders.

## Deliverables

• Word or PDF with your model, KPIs, logic, and visual plan

• Optional: Dashboard sketch