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.