**VanArsdel Sales & Budget Report**

1. **Insight:**

Through VanArsdel's Revenue and Budget report, we can derive a few insights as follows:

* 2014 was the year with the highest revenue ($13M) and also the most profitable year ($3.5M).
* The Eastern region is the region with the highest revenue, accounting for 47.16% of total revenue.
* The number of products sold through Organic Research Channel is the highest, followed by SMO and SEM.
* Products in urban category, especially in Moderation Segment contribute the highest sales amount, sales and profit throughout all the year.
* Maximus UM-11, UM-54, UM-12, UM-43 are always the top 4 product models in unit sales, profit and sales.
* Forecast budget is extremely close to the actual budget, as the difference between them is always under 3%, and the total of forecast budget equals actual.
* Based on the sales, budget for the products in urban category, especially in Moderation Segment also account for the highest.

1. **Process of building data analysis:**

* Step 1: Prepare Data: There are some ambiguities in compressed pivot data in the Budget sales, so I need to delete some blank columns and rows as the usual data, and create a dimension table for the category & segment.
* Step 2: Load and Clean Data with power queries: Change types of data and name of tables, columns, Replace null or blank data, Split Names & Emails and Unpivot the Budgets file.
* Step 3: Configure Data Model: Create Date Dimension Table, Create Relationships, Hierarchies and Folders and Perform some basic calculations.
* Step 4: Create DAX calculations: Create advanced DAX calculations for Sales and Budget tables.
* Step 5: Design Report Visualizations: Add slicers, charts and matrix tables, Create filters, Fine-tuning the visualization
* Step 6: Export and publish the .pbix: Export report file and upload to the GG Drive.
* Step 7: Write Report.

1. **Application of Report:**

Focusing on our advantage field, reduce or remove the production which is weak at sales or high cost but low returns:

* Place: Promote Sales on East and Central Region
* Promotion: Channels which are efficient to promote our product and easy to approach to our customer are Organic Research, SMO, SEM, and sometimes Emails and SEO.
* Product: Focus on the strong category like urban and accessory, remove a few models of product which contribute no sales or profit like Maximus UM-86, UE-04, UE-05,...
* Budget: The forecast budget is highly recommended because of its precisely, and focus budget on the right category & segment as sales.