

Overview

You have an hour and a half to complete this scenario. The **first part** of this exercise is to showcase both your ability to understand the data you are working with and the techniques you can utilise to tell a story. The **second aspect** gives you an opportunity to provide an account of your decision process and how you will help your stakeholders understand and make best use of the report.

Scenario

The international sales manager has asked you to develop a report that will help them to understand key sales data and performance metrics so they can make informed business decisions. Areas of interest may include identifying key markets, areas for growth and vice versa. You can develop the report in any way you like including modelling and forecasting components if you wish.

Make sure that you;

- 1 - **Build** a report in powerbi
- 2 - **Explain** the intention of the report and insights that you expect to be drawn from it.

Instructions

Launch PowerBI Desktop

- From the **Help** menu load the Sample dataset from the **Examples** menu.
- Import the Financials worksheet

On the next page is a list of technical skills that we would like you to showcase. It is often better to stick with what you know and don't waste time attempting things that you are unsure about.

You can draft your answers regarding the second aspect in a separate document or add them into the pbix file itself.

Skill – PART 1	Demonstrate - POWERBI
PART 1 - Model structure is key to a functioning report and should be considered both in your use of power query and front end DAX. Consider this when demonstrating the following:	
Model Design	Where possible ensure the model is dynamic and does not rely on manual maintenance
Power Query	Are there additional tables you can create that might better improve the functionality of your report using your sample data
Power Query	What conventions might you employ that demonstrate best practice in model structures and may support both developers and end users
PowerQuery	Demonstrate knowledge of creating a custom calculation (either from use of the GUI menus or your own knowledge of the M language)
PowerQuery / Dax	Create a 'table / folder' to store your measures
Filters	Make use of canvas visualisation filters/slicers and/or the filter pane
Visualisations - Usage	Employ a selection of standard and/or custom visuals to present this data
Visualisation - Effectiveness	The end user should be able to quickly see the highlights as well as being able to interrogate (drill through) to the detail behind any summarised views
Visualisation - Dynamics	Canvas space is at a premium - can you showcase techniques whereby visuals switch between measures or cuts of data
Visualisation - Formatting	Can you use features to highlight areas of positivity or challenge
Note. Much of PowerBI is drag and drop, however we would like to see use of measures, both simple and more complicated to showcase the data	
Measures	Demonstrate ability to create measures that can ignore specific filters
Measures	Build dynamic 'title' measures that can be used in visuals to reflect choices made
Measures	Can you generate a statement or provide page information that combines both text and function outputs
Scenario modelling	Can you implement a what if scenario and observe the results

Skill – PART 2	Demonstrate - INTERPRETATION
PART 2 - Interpretation	
Explanation	Explain the contents and concepts used in the report
Insights	What can be derived from the report?
Uses	Who is the audience? Are there any additional use cases
Stakeholders	Who might the sales manager demonstrate the report to? How will the report be pitched to these stakeholders?
Any additional information	What else have you learnt from this report
Missing information	What further improvements can be made?
Design principles	What drove your design choices?
Usefulness	How would you ensure new users know about the report and that it is used consistently going forward?
Other	Anything additional