Presented with POWER BI

By Jose G. Lora

Agenda:

- Background information on the project
- Framing:
  - Problem statement
  - The Hypotheses created
- Data used
  - Extracted, Wrangled and Prepared
- Analysis
- Findings
- IF…

Superstore

Background information on the project:

- I was asked to use the Data Analytics Workflow to dissect a business problem at Superstore.

Framing:

- The Regional Sales Director has noticed that – even though sales continue to experience year-over-year growth – profitability continues to decline.

- To explore this opportunity, I will focus on combining data that includes sales, regions, ship mode, category and profit

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Hypothesis:

My hypothesis is that since we now live in a world of instant gratification and every merchant wants to be as fast as Amazon, Superstore is using faster and more expensive shipping methods that are affecting their profitability.

If we examine all the shipping methods used, we might identify different methods have higher shipping costs and are affecting profitability.

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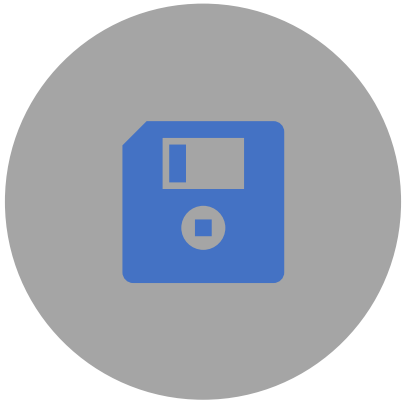
Extracted, Wrangled and Prepared:

WENT TO PG ADMIN AND PULLED THE QUERY SELECT * FOR EACH OF THE 5 TABLES IN THE SUPERSTORE DATA SET AND SAVED IT AS AN EXCEL FILE



OPENED THE FILES USING TRANSFORM DATA IN POWER BI OPTION AND REMOVED SOME ITEMS THAT WERE NOT GOING TO APPLY.

LOADED THE FILES INTO POWER BI AND SETUP RELATIONSHIPS FOR ORDERS, REGIONS AND PRODUCTS TABLES

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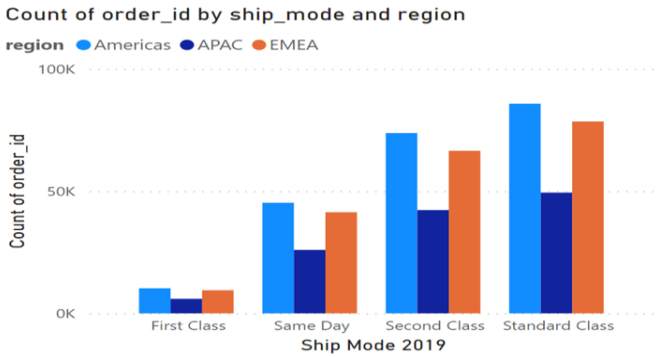
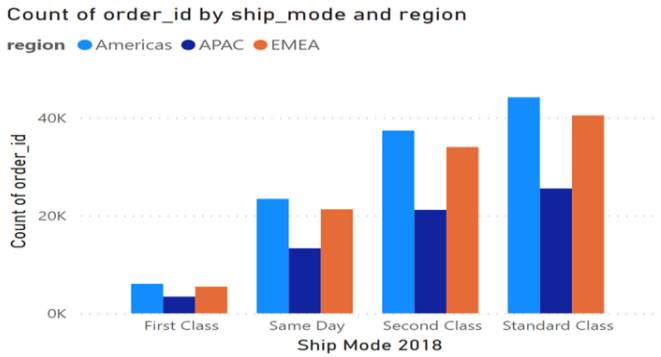
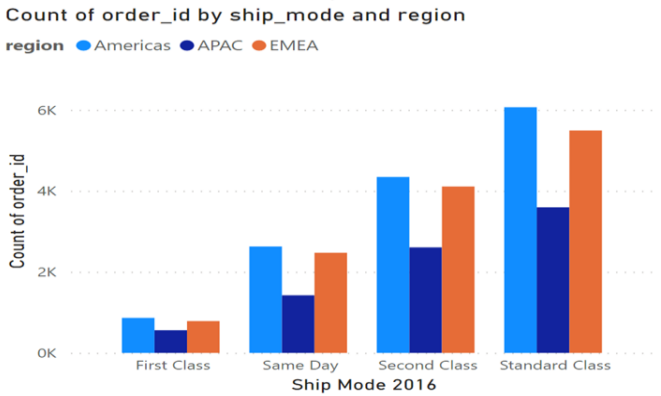
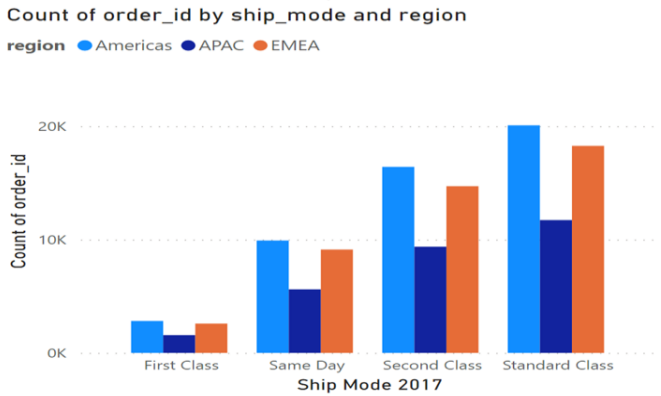
Analyze









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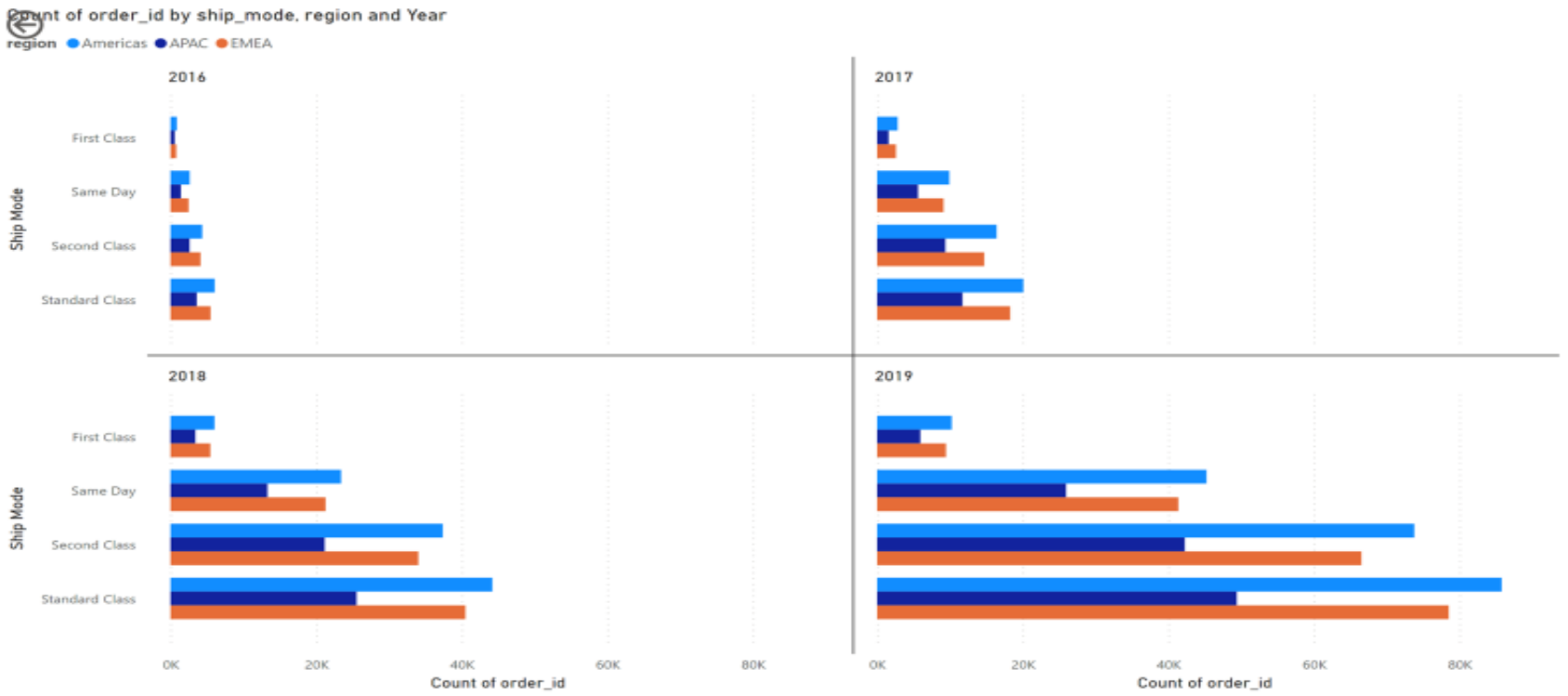
Analyze



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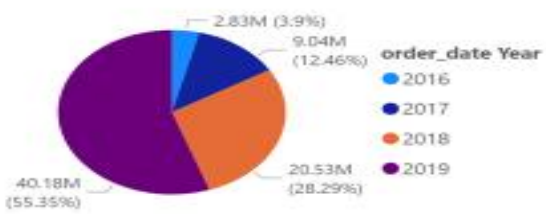
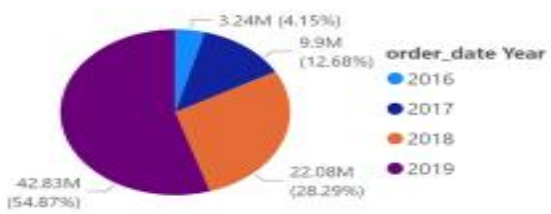
Analyze

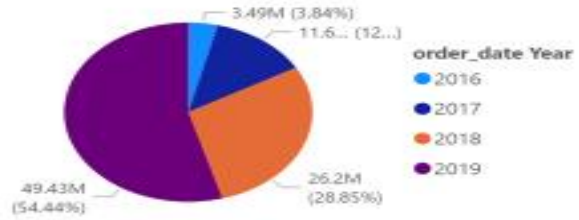
Office supplies sales by Year and category



Furniture sales by Year and category



Technology sales by Year and category



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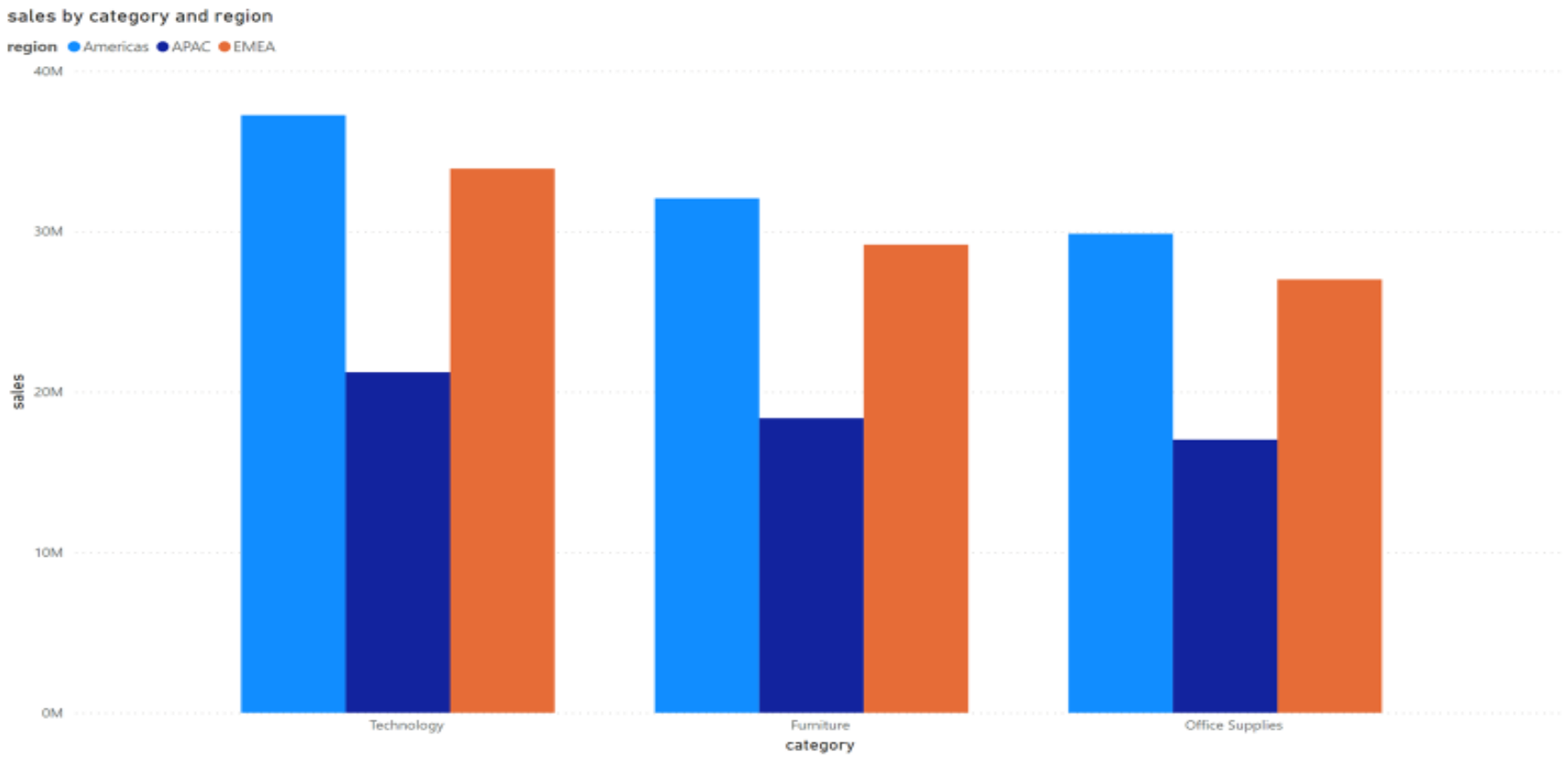
Analyze



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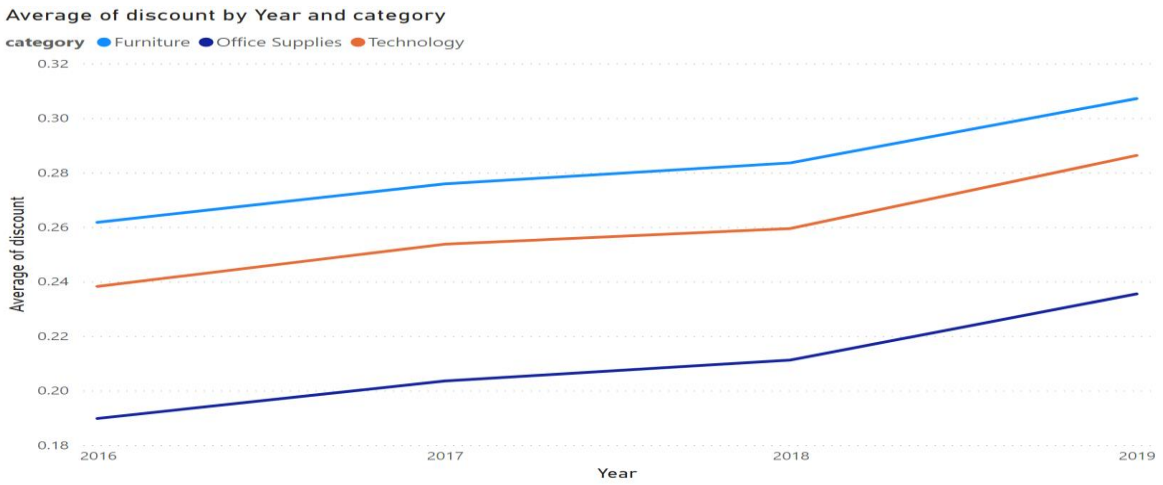
Analyze



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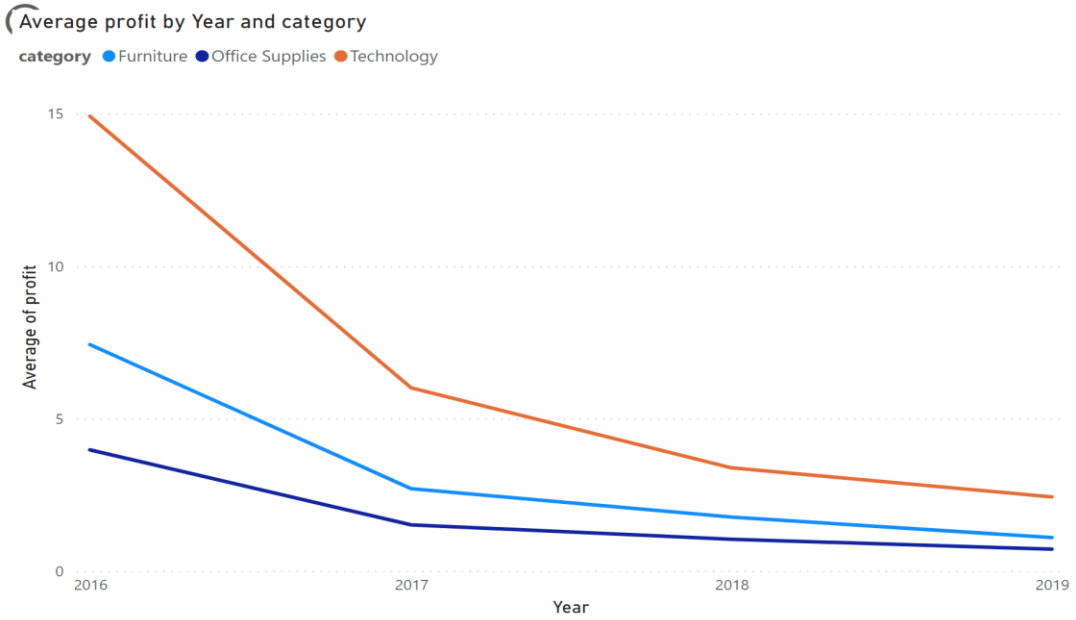
Analyze



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Findings

MORE EXPEDITIOUS SHIPPING METHODS IS NOT THE CAUSE FOR LOWER PROFITABILITY

THE DIFFERENT CATEGORIES HAD NEGLIGIBLE GROWTH DIFFERENCES FROM YEAR TO YEAR

FURNITURE HAD THE SECOND HIGHEST NUMBER OF SALES BUT THE HIGHEST AMOUNT OF DISCOUNTS

TECHNOLOGY PROFIT HAS PLUMMETED BY OVER 10% IN THREE YEARS.

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With a Genie…

- I would have asked for more time,
- Power BI from home
- More expertise using the program
- More specific details around profitability from Superstore HQ

- That would have aloud me:
  - More ability to work with and learn PowerBI and its tools
  - Ability to dig further in the numbers
  - Possibility to uncover the why behind the decline in profitability
  - Would have had the opportunity to drill down further