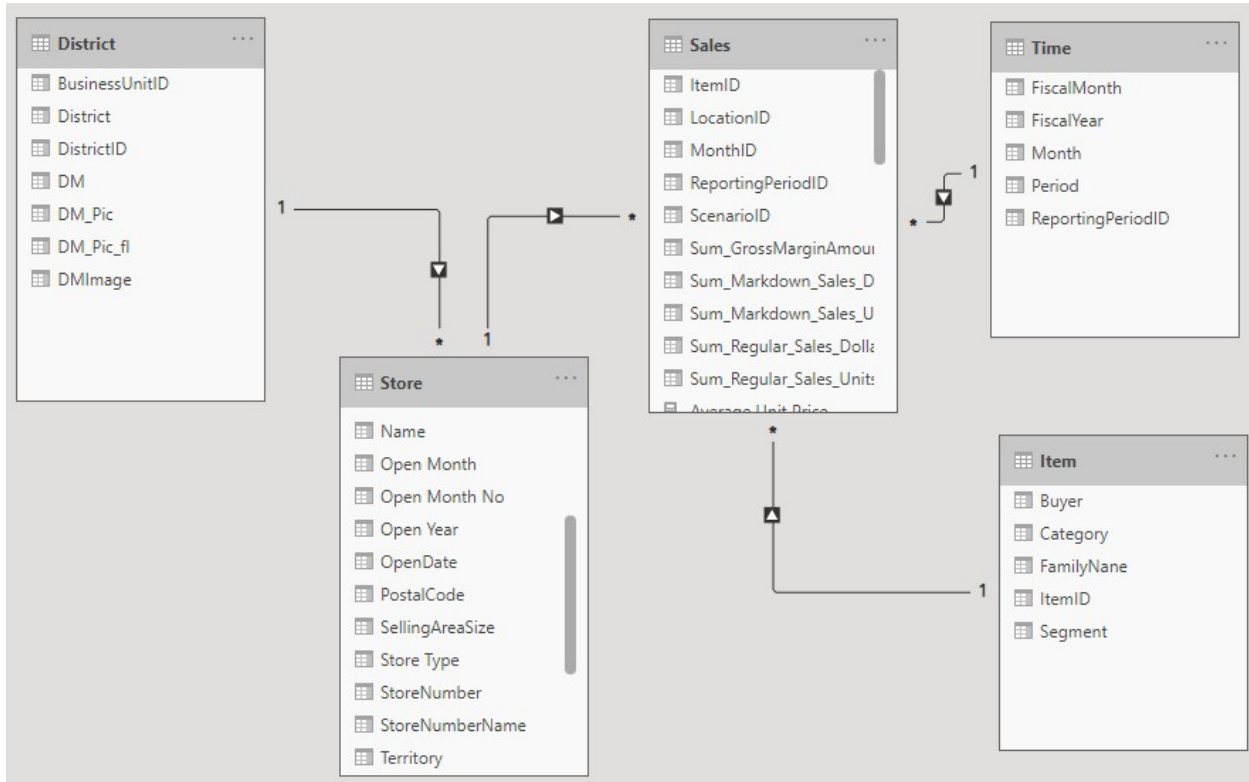


Trực quan hóa

1. Sử dụng dữ liệu mẫu Retail Analysis (Giáo viên cung cấp), thiết kế mô hình dữ liệu sau:



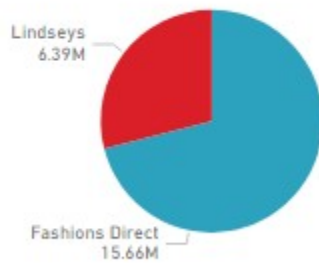
Hướng dẫn:

- Xem qua file *Y_nghia_Du_Lieu.txt*
- Tạo Group "Key Measure" để chứa các Measures
- Tạo các Measure sau:

- `Markdown_Sales_Dollars = SUM(Sales[Sum_Markdown_Sales_Dollars])`
- `Regular_Sales_Dollars = ...`
- `Markdown_Sales_Units = ...`
- `Regular_Sales_Units = ...`
- `Total Sales = [Markdown_Sales_Dollars] + [Regular_Sales_Dollars]`
- `Total Units = ...`
- `This Year Sales = CALCULATE([Total Sales], Sales[ScenarioID] = 1)`
- `Last Year Sales = ...`

2. Sử dụng biểu đồ Pie chart để trực quan **This Year Sales by Chain**

This Year Sales by Chain



3. Trực quan **New Stores** và **Total Stores**

104
Total Stores

10
New Stores

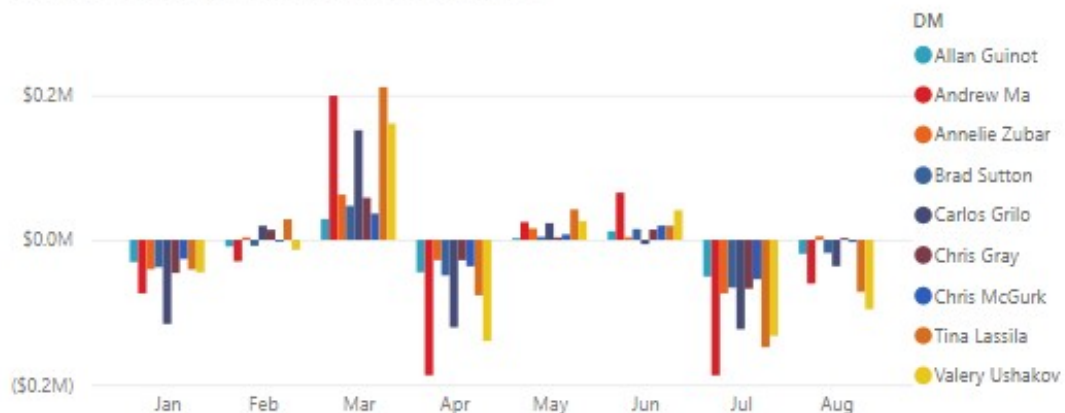
Total Stores = COUNTROWS(Store)

New Stores = CALCULATE([Total Stores], Store[Store Type] = "New Store")

4. Sử dụng biểu đồ Clustered column chart trực quan **Total Sales Variance by FiscalMonth and District Manager**

Total Sales Variance = [This Year Sales] – [Last Year Sales]

Total Sales Variance by FiscalMonth and District Manager

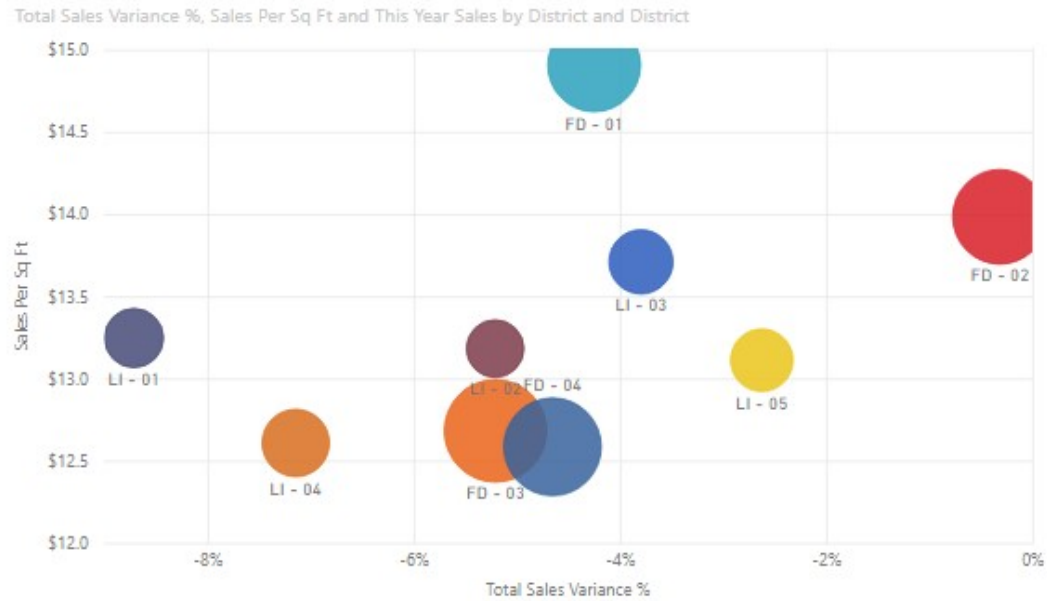


5. Sử dụng biểu đồ Map trực quan **This Year Sales by PostalCode and Store Type**



6. Sử dụng biểu đồ Scatter chart trực quan **Total Sales Variance %, Sales Per Sq Ft and This Year Sales by District and District**

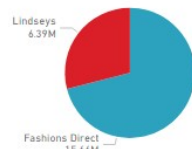
```
Total Sales Variance % = DIVIDE([Total Sales Variance], [Last Year Sales])
Sales Per Sq Ft = DIVIDE([This Year Sales],
    CALCULATE(DISTINCTCOUNT(Sales[MonthID]), Sales[ScenarioID] = 1) *
    SUM(Store[SellingAreaSize])
) * 12
```



7. Thiết kế trang báo cáo **Store Sales Overview**

Store Sales Overview

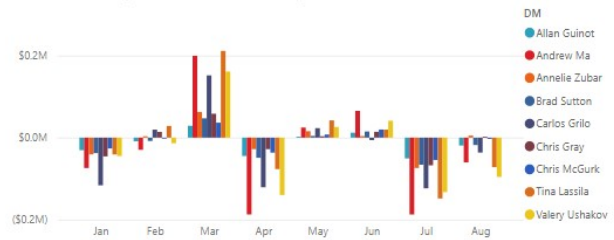
This Year Sales by Chain



10
New Stores

104
Total Stores

Total Sales Variance by FiscalMonth and District Manager



This Year Sales by PostalCode and Store Type

Store Type: New Store (Blue), Same Store (Red)



Total Sales Variance %, Sales Per Sq Ft and This Year Sales by District and District



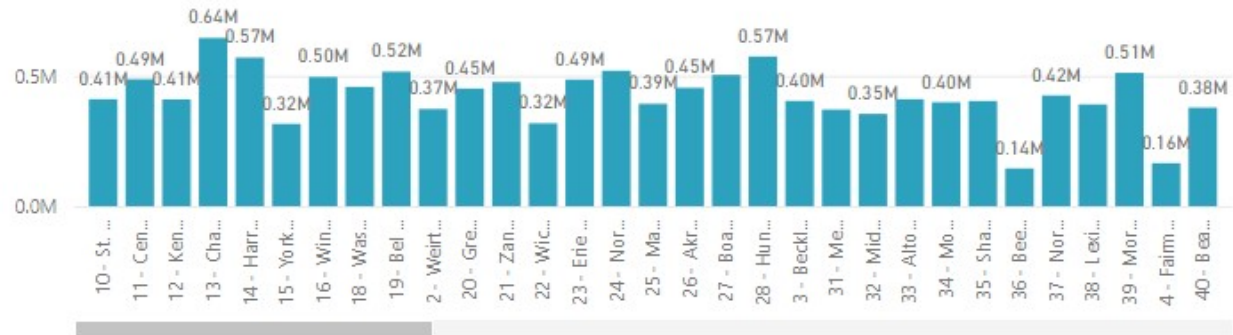
8. Tạo Slicer **District Manager**

District Manager

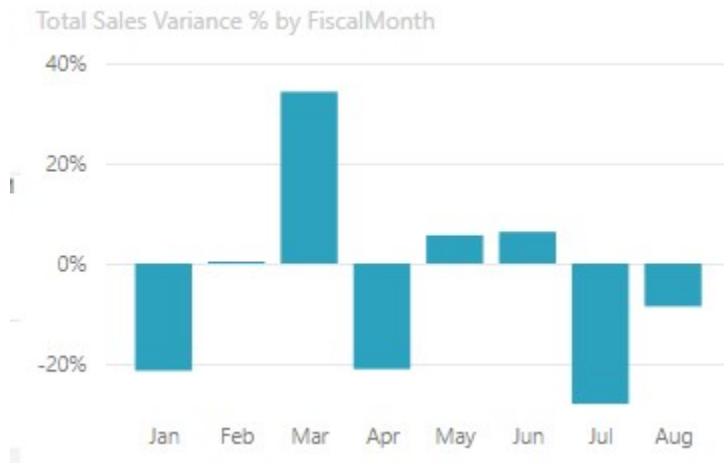
- ☐ Allan Guinot
- ☐ Andrew Ma
- ☐ Annelie Zubar
- ☐ Brad Sutton
- ☐ Carlos Grilo
- ☐ Chris Gray
- ☐ Chris McGurk
- ☐ Tina Lassila
- ☐ Valery Ushakov

9. Sử dụng biểu đồ Clustered column chart trực quan **This Year Sales by StoreNumberName**

This Year Sales by StoreNumberName



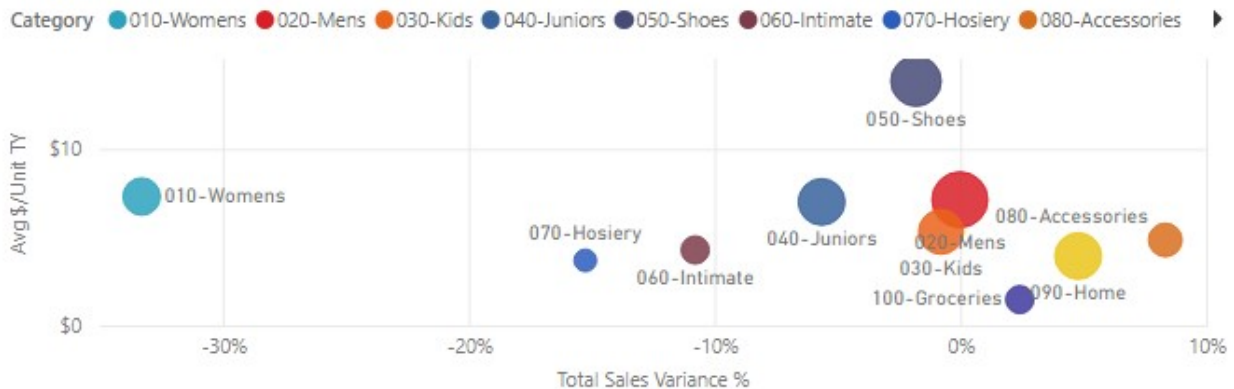
10. Sử dụng biểu đồ Clustered column chart trực quan **Total Sales Variance % by FiscalMonth**



11. Sử dụng biểu đồ Scatter chart trực quan **Total Sales Variance %, **Avg \$/Unit TY** and **This Year Sales by Category and Category****

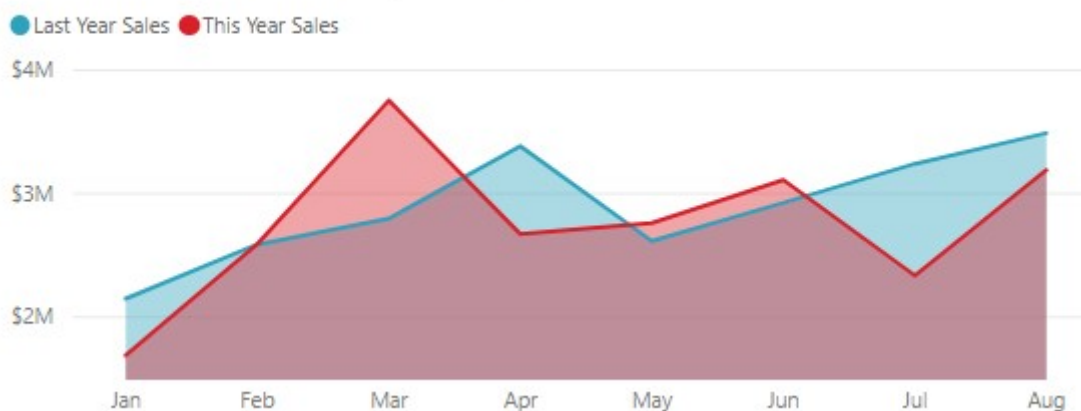
$$\text{Avg \$ / Units TY} = \text{DIVIDE}([\text{This Year Sales}], [\text{This Year Units}])$$

Total Sales Variance %, Avg \$/Unit TY and This Year Sales by Category and Category

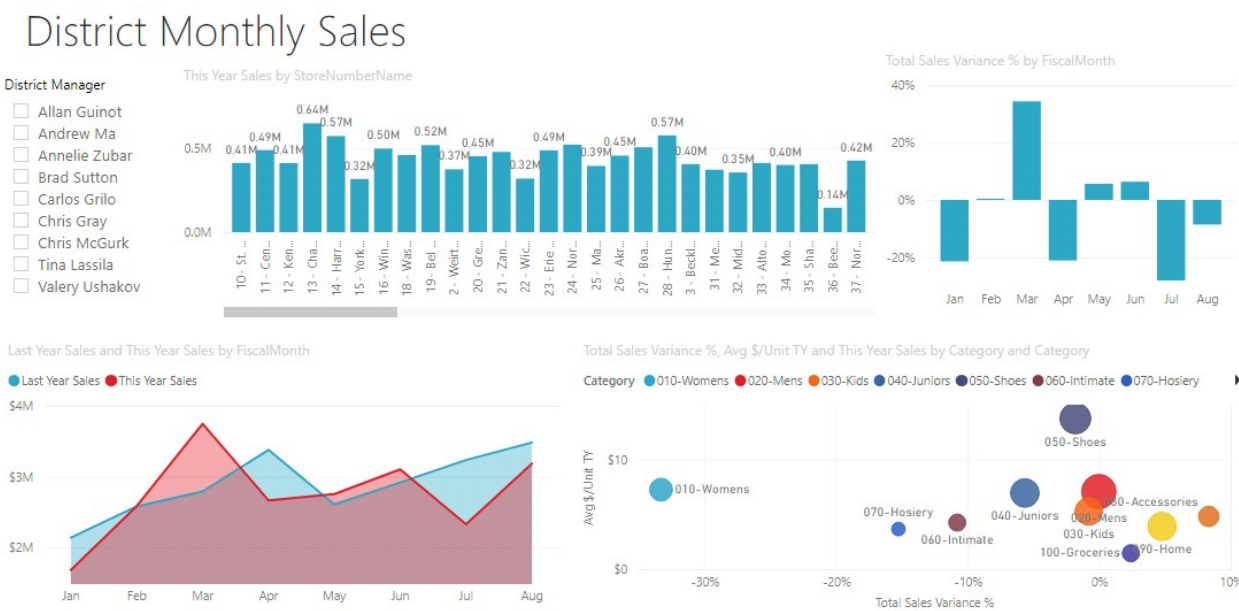


12. Sử dụng biểu đồ Area chart trực quan **Last Year Sales and **This Year Sales by FiscalMonth****

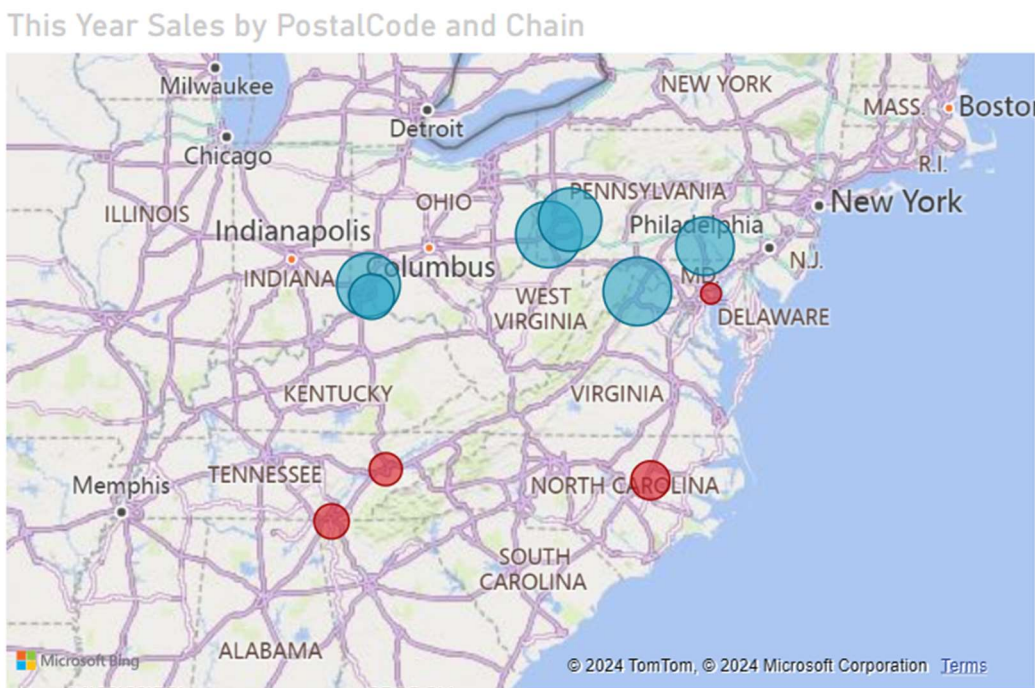
Last Year Sales and This Year Sales by FiscalMonth



13. Thiết kế trang báo cáo **District Monthly Sales**



14. Sử dụng biểu đồ Map chart trực quan **This Year Sales by PostalCode and Chain**



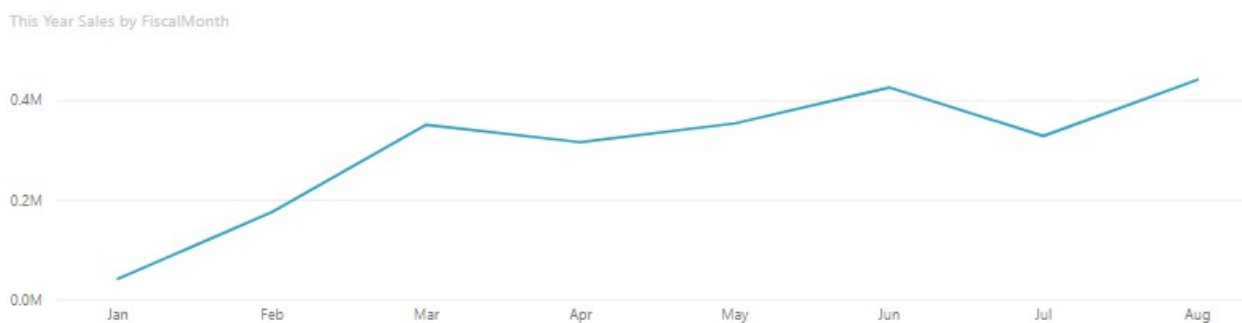
15. Sử dụng biểu đồ Clustered column chart trực quan Open Store Count by Open Month and Chain



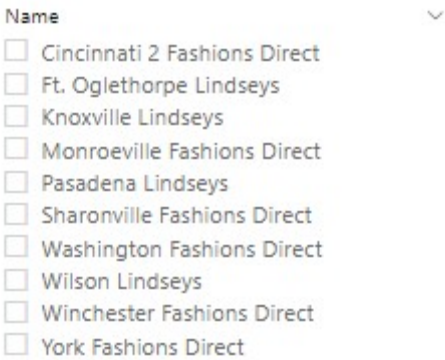
16. Sử dụng biểu đồ Stacked column chart trực quan Sales Per Sq Ft by Name



17. Sử dụng biểu đồ Line chart trực quan This Year Sales by FiscalMonth



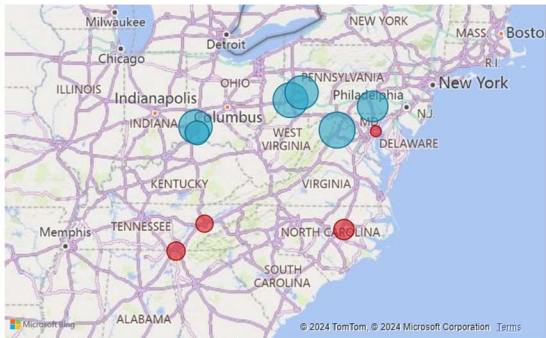
18. Tạo Slicer **Stores Name**



19. Thiết kế trang báo cáo **New Stores Analysis**

New Stores Analysis

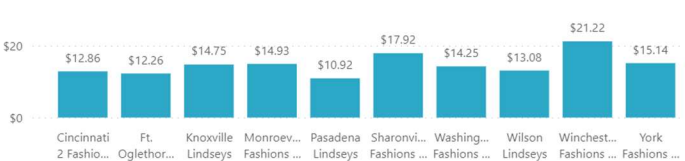
This Year Sales by PostalCode and Chain



Open Store Count by Open Month and Chain



Sales Per Sq Ft by Name



This Year Sales by FiscalMonth

