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# Dunnhumby Sales Dashboard By Power Bi

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Date

1/1/2007

1/6/2008

Last 7 Days Spend

Last 7 Days Total Bsket

Last 7 Days AVG Basket Size



**1.20K**  
(+51.57%)

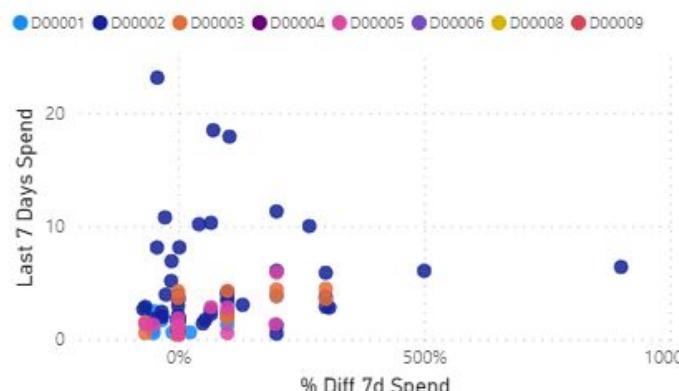
**121**  
(+44.05%)

**9.91**  
(+5.22%)

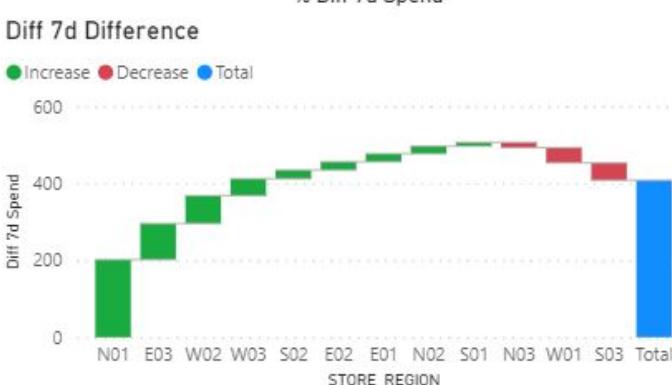
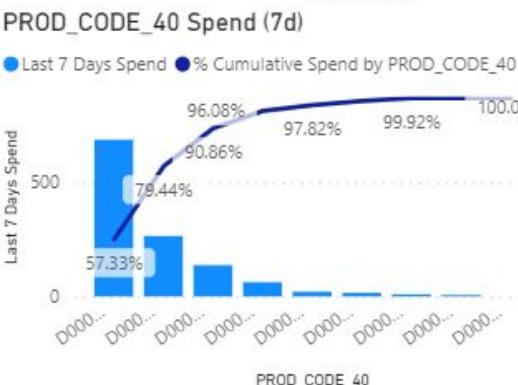
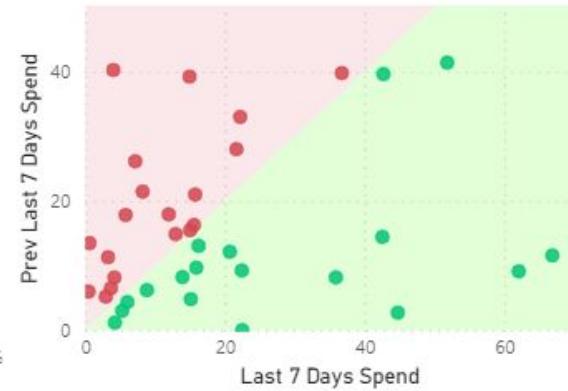
### Total Spend by YearQuarter



### % Spend Difference (7d)



### Period-Over-Period



PROD_CODE	PROD_CODE_40	STORE_CODE	STORE_REGION
PRD0903052	D00002	STORE00648	E02
PRD0903052	D00002	STORE01041	S01
PRD0903317	D00001	STORE02472	S01
PRD0904358	D00002	STORE01287	N01
PRD0900774	D00003	STORE02367	E01
PRD0902232	D00001	STORE01386	E01
PRD0903050	D00003	STORE01428	E03
PRD0900121	D00002	STORE00648	E02
PRD0900254	D00001	STORE01287	N01
<b>Total</b>			

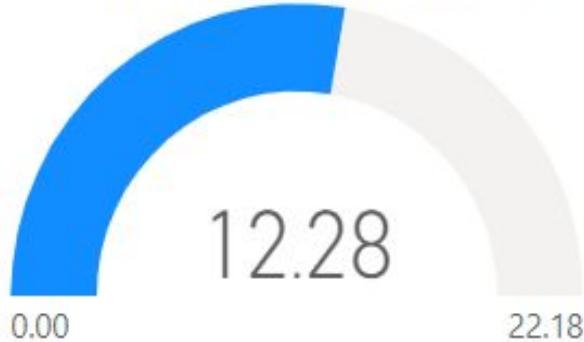


Total YTD Spend (YoY)

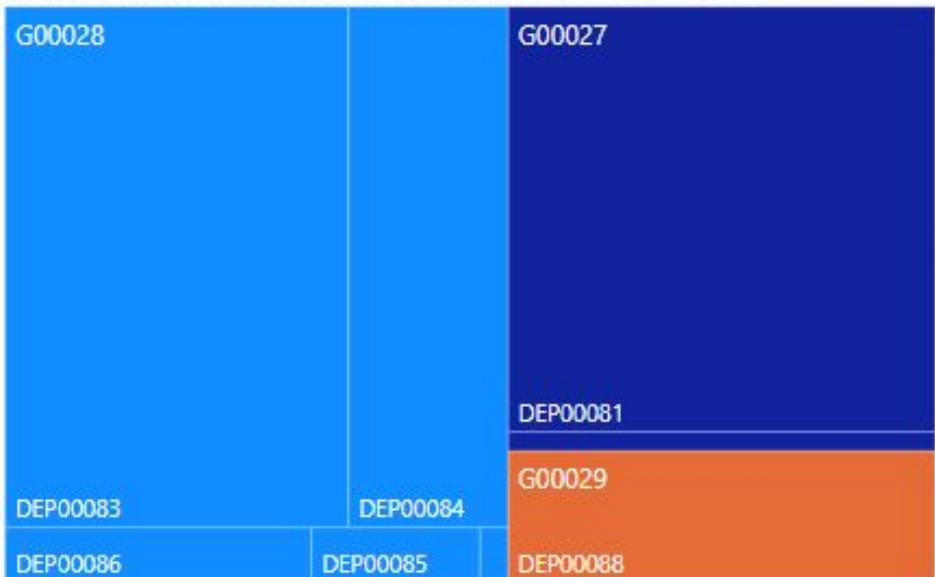
Product Penetration

D00008

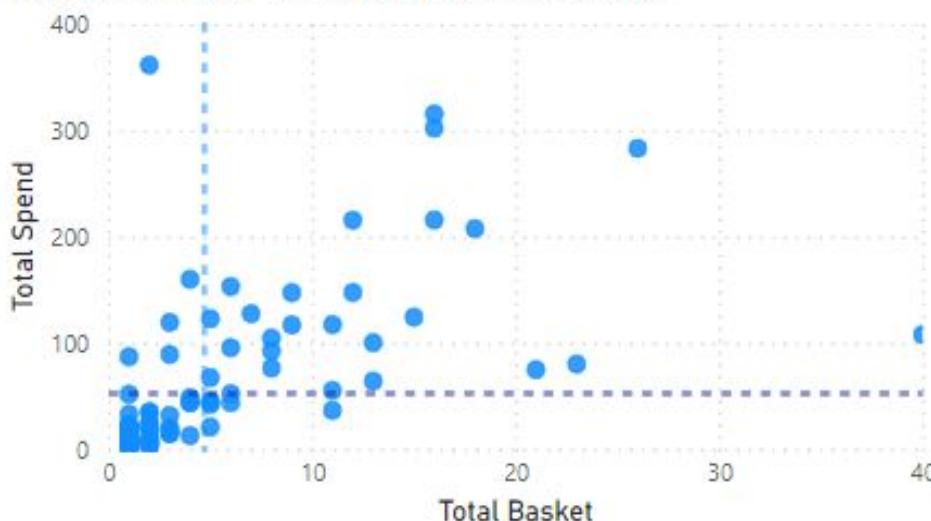
PROD\_CODE\_40



Total Spend by PROD\_CODE\_30 and PROD\_CODE\_20



Total Basket and Total Spend by STORE\_CODE



# Date: Slide



## Filters

6 >

## Visualizations

10

 Search

### Filters on this visual

Date

is (All)

Add data fields here

## Filters on this page

Add data fields here

## Filters on all pages

Is Active

je Teuf

Add data fields here



## Field

Date

◀ ▶

#### Drill through

Cross-report

04

Keep all filters

On

Add drill-through fields here

# Card: Last 7 Days spend



Filters

Search

Filters on this visual

Date is (All)

Last 7 Days Spend is (All)

Prev Last 7 Days Spend is (All)

Add data fields here

Filters on this page

Add data fields here

Filters on all pages

Is Active is True

Add data fields here

Visualizations

Build visual

...

Value

Last 7 Days Spend

Trend axis

Date

Target

Prev Last 7 Days Spend

Drill through

Cross-report

Keep all filters

Add drill-through fields here

The screenshot shows the Power BI visual studio interface. On the left, the 'Filters' pane is open, displaying various filter settings for the current visual. These include filters for 'Date' (set to 'is (All)'), 'Last 7 Days Spend' (set to 'is (All)'), and 'Prev Last 7 Days Spend' (set to 'is (All)'). There are also sections for 'Filters on this page' and 'Filters on all pages', each with an 'Add data fields here' button. The 'Value' section shows 'Last 7 Days Spend' selected. On the right, the 'Visualizations' pane is visible, featuring a grid of icons representing different chart types like bar charts, line graphs, and pie charts. Below the grid are sections for 'Trend axis' (set to 'Date'), 'Target' (set to 'Prev Last 7 Days Spend'), 'Drill through', 'Cross-report' (with a toggle switch set to 'Off'), and 'Keep all filters' (with a toggle switch set to 'On'). At the bottom, there's a placeholder for 'Add drill-through fields here'.

# Card: Last 7 Days Total

## Basket



Filters ✖

Search

Filters on this visual ...

Date  
is (All)

Last 7 Days Total Basket...  
is (All)

Prev Last 7 Days Total ...  
is (All)

Add data fields here

Filters on this page ...

Add data fields here

Filters on all pages ...

**Is Active**  
is True

Add data fields here

Visualizations Build visual

# Card: Last 7 Days AVG

## Basket Size



Filters ✖

Search

Filters on this visual ...

Date is (All)

Last 7 Days AVG Basket Size is (All)

Prev Last 7 Days VAG Basket Size is (All)

Add data fields here

Filters on this page ...

Add data fields here

Filters on all pages ...

Is Active is True

Add data fields here

Visualizations ...

Build visual ...

Value Last 7 Days AVG Basket Size   X

Trend axis Date   X

Target Prev Last 7 Days VAG Basket Size   X

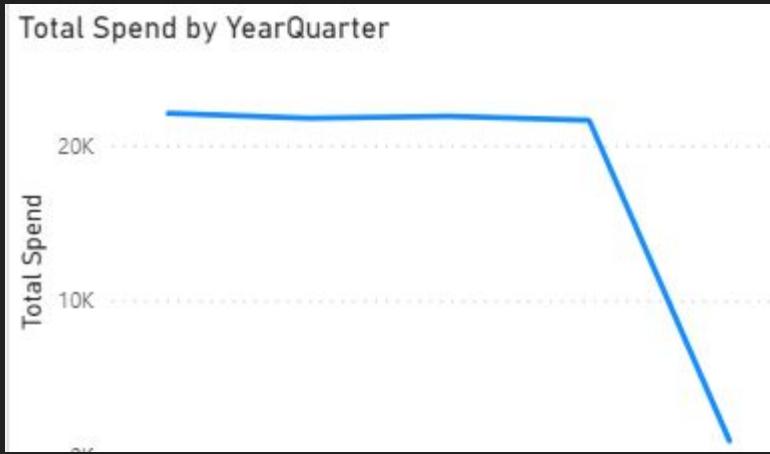
Drill through Off   On

Cross-report  Off   On

Keep all filters  On   Off

Add drill-through fields here

# Total Spend by YearQuarter



X-axis

Date Hierarchy

YearQuarter

YearMonth

Y-axis

Total Spend

Secondary y-axis

Add data fields here

Small multiples

Add data fields here

Legend

Add data fields here

Tooltips

Add data fields here

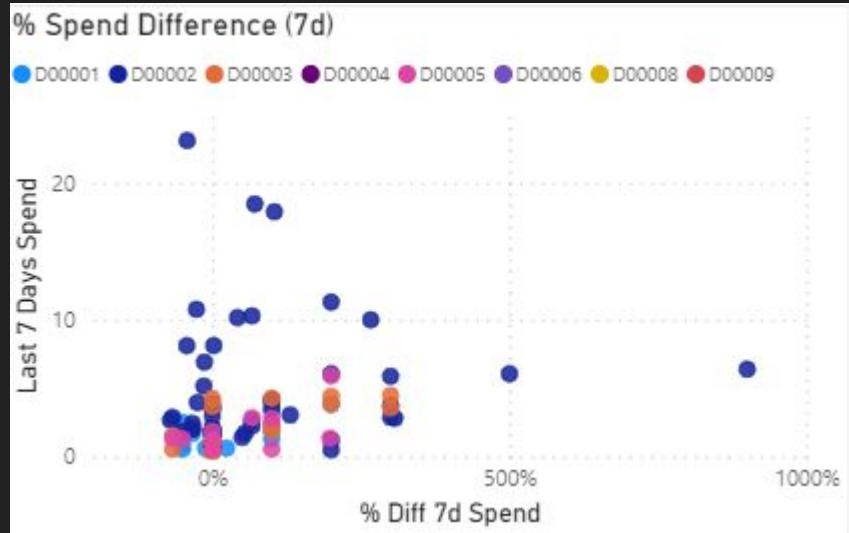
Drill through

Cross-report

Keep all filters

Add drill-through fields here

# % Spend Difference



Values

PROD\_CODE



X Axis

% Diff 7d Spend



Y Axis

Last 7 Days Spend



Legend

PROD\_CODE\_40



Size

Size

Add data fields here

Play Axis

Add data fields here

Tooltips

Prev Last 7 Days Spend



Drill through

Cross-report

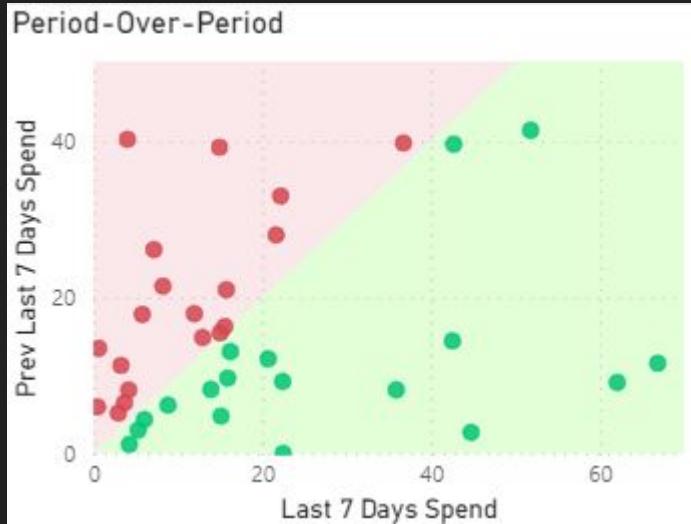


Keep all filters



Add drill-through fields here

# Period-Over-Period



Values

STORE\_CODE

X Axis

Last 7 Days Spend

Y Axis

Prev Last 7 Days Spend

Legend

Add data fields here

Size

Add data fields here

Play Axis

Add data fields here

Tooltips

First STORE\_REGION

Diff 7d Spend

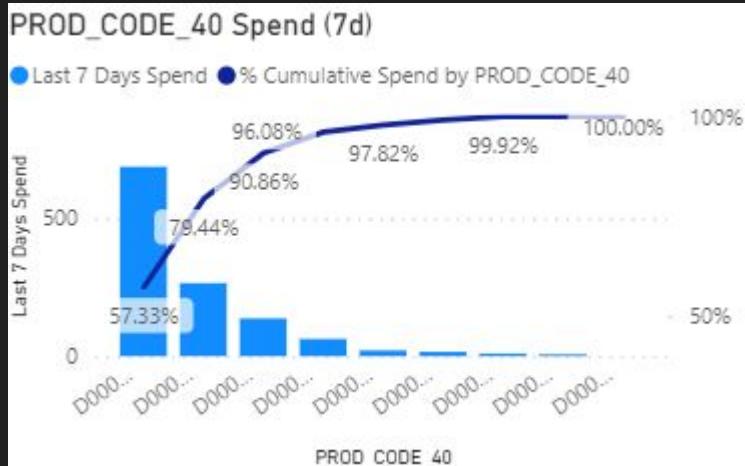
% Diff 7d Spend

Drill through

Cross-report

Off

# Product Spend(7D)



X-axis

PROD\_CODE\_40

Column y-axis

Last 7 Days Spend

Line y-axis

% Cumulative Spend ...

Column legend

Add data fields here

Small multiples

Add data fields here

Tooltips

Add data fields here

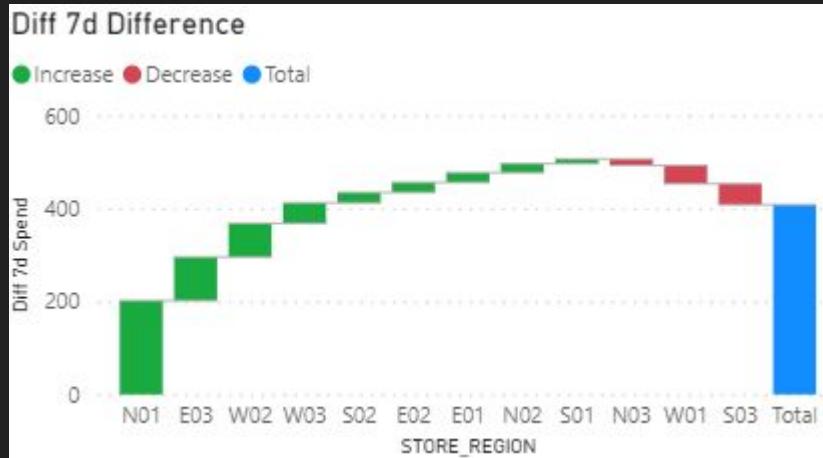
Drill through

Cross-report

Keep all filters

Add drill-through fields here

# Product Spend(7D)



Category

STORE\_REGION



Breakdown

Add data fields here

Y-axis

Diff 7d Spend



Tooltips

Add data fields here

Tooltips

Add data fields here

Drill through

Cross-report



Keep all filters



Add drill-through fields here