Dunnhumby Sales Dashboard By Power Bi

Date

1/1/2007 1/6/2008

Last 7 Days Spend

1.20K
(+51.57%)

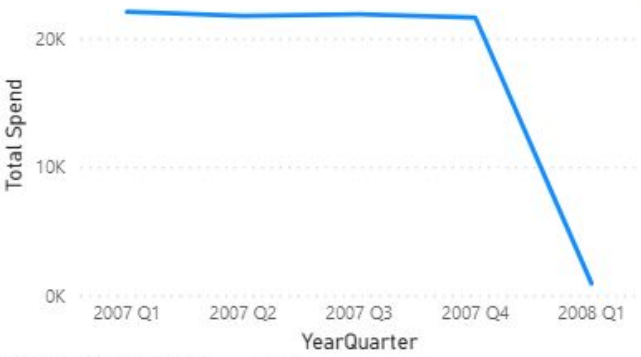
Last 7 Days Total Bsket

121
(+44.05%)

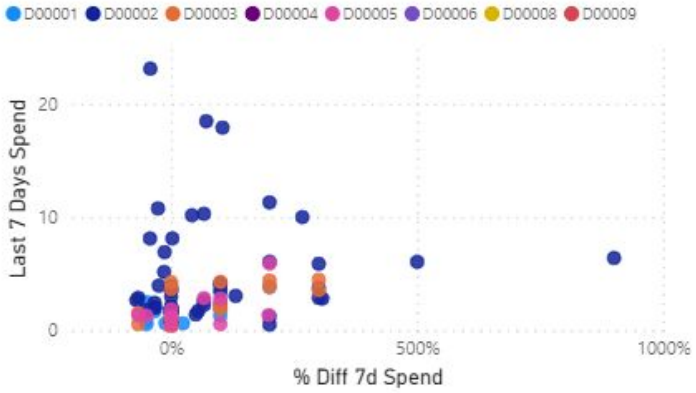
Last 7 Days AVG Basket Size

9.91
(+5.22%)

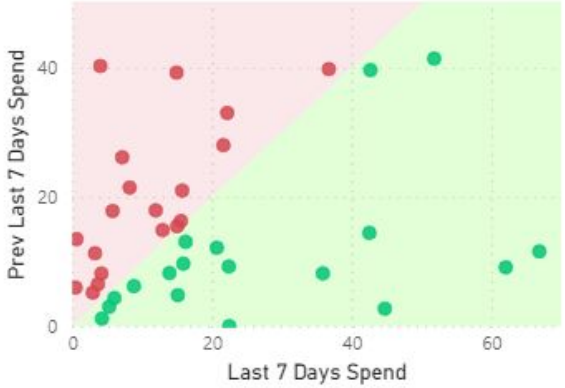
Total Spend by YearQuarter



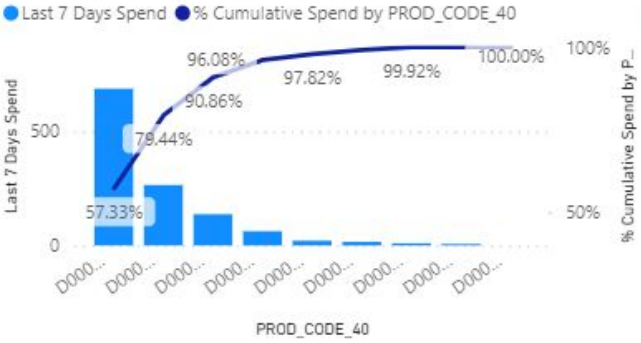
% Spend Difference (7d)



Period-Over-Period



PROD_CODE_40 Spend (7d)



Diff 7d Difference

PROD_CODE	PROD_CODE_40	STORE_CODE	STORE_REGIO
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
Total			

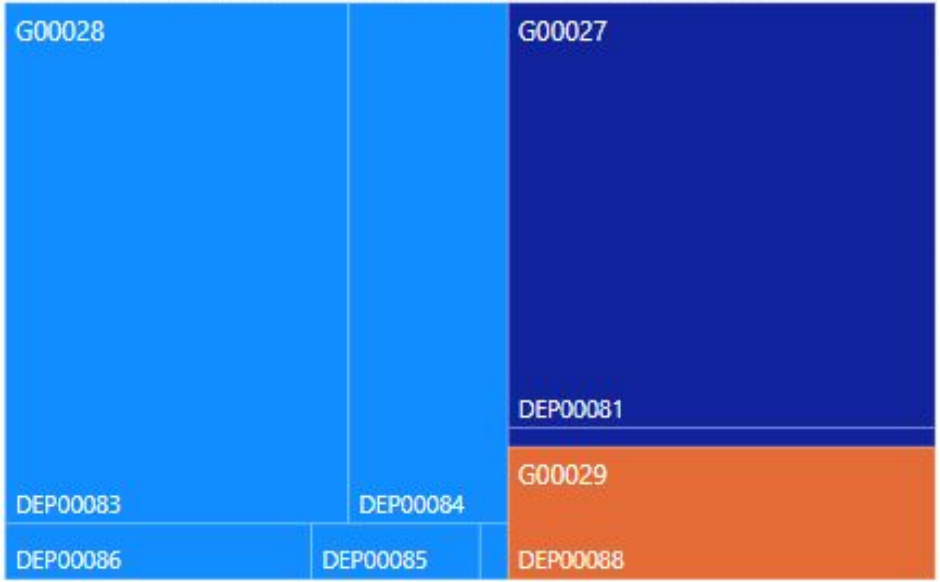
D00008

PROD_CODE_40

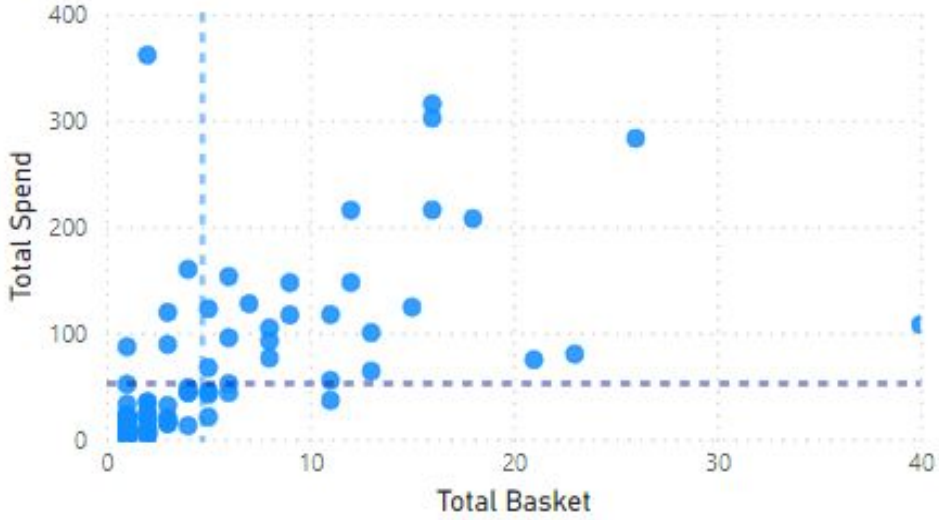
Total YTD Spend (YoY)

Product Penetration

Total Spend by PROD_CODE_30 and PROD_CODE_20



Total Basket and Total Spend by STORE_CODE



Date: Slide

Filters

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
is True

Add data fields here

Visualizations

Build visual

Field

Date

Drill through

Cross-report Off

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 Off

Keep all filters On

Add drill-through fields here

Card: Last 7 Days Total Basket

Filters

Search

Filters on this visual

Date
is (All)

Last 7 Days Total Baske...
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

Value

Last 7 Days Total Bask...

Trend axis

Date

Target

Prev Last 7 Days Total ...

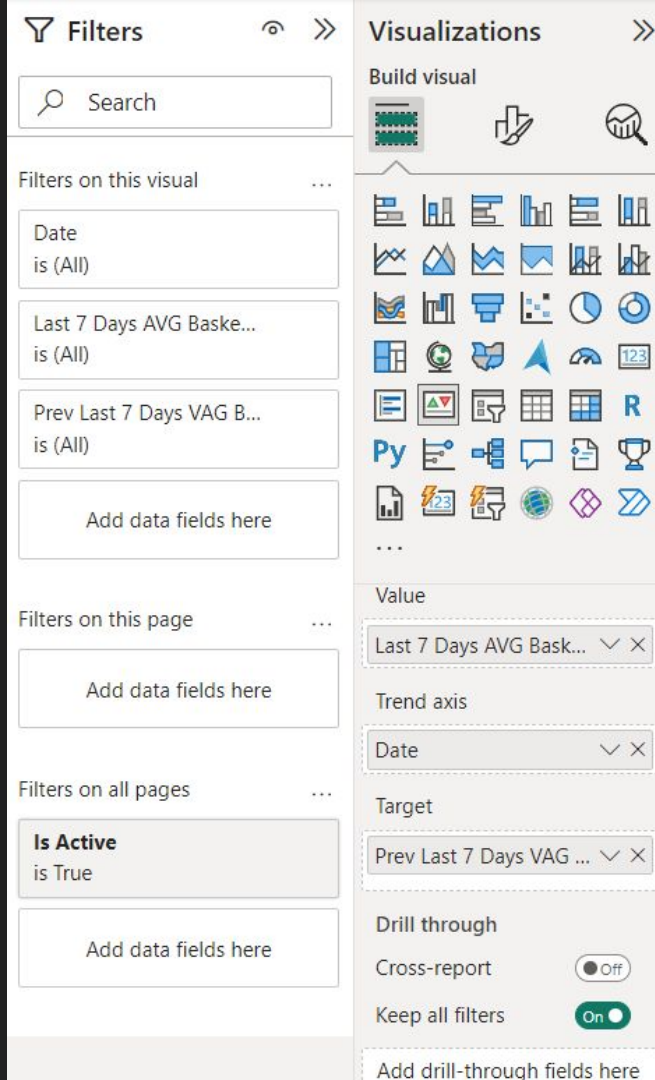
Drill through

Cross-report Off

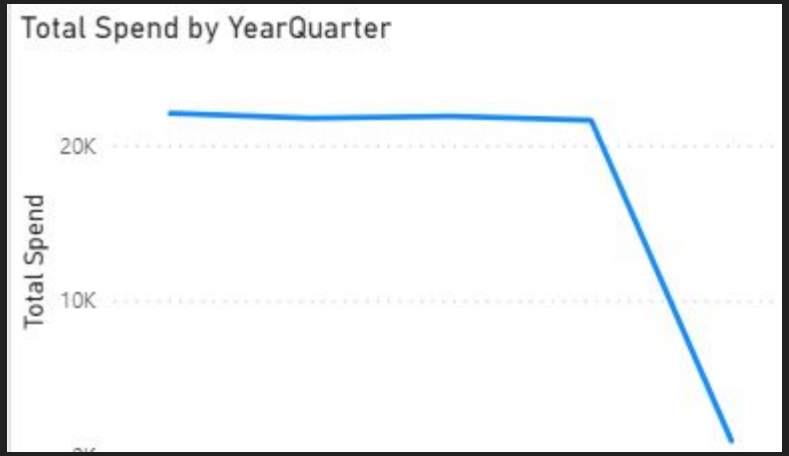
Keep all filters On

Add drill-through fields here

Card: Last 7 Days AVG Basket Size



Total Spend by YearQuarter



X-axis

Date Hierarchy
YearQuarter
YearMonth

Y-axis

Total Spend

Secondary y-axis

Add data fields here

Legend

Add data fields here

Small multiples

Add data fields here

Tooltips

Add data fields here

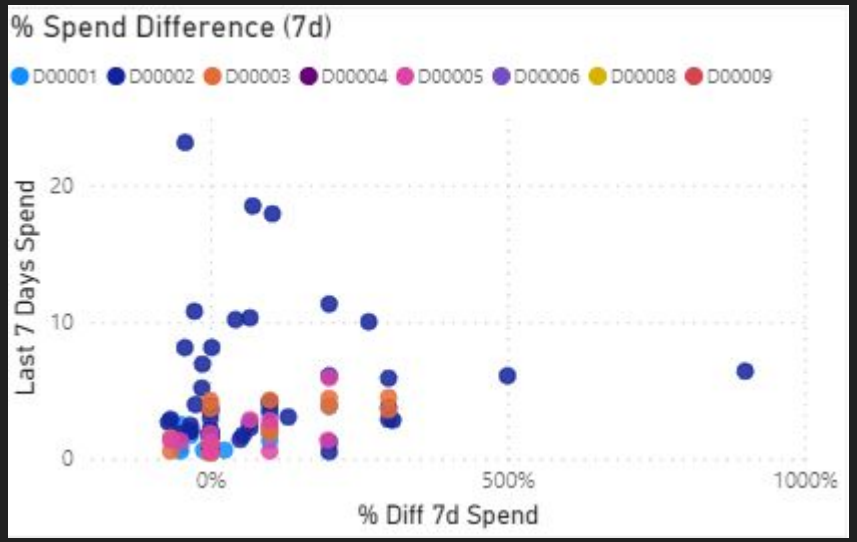
Drill through

Cross-report Off

Keep all filters On

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

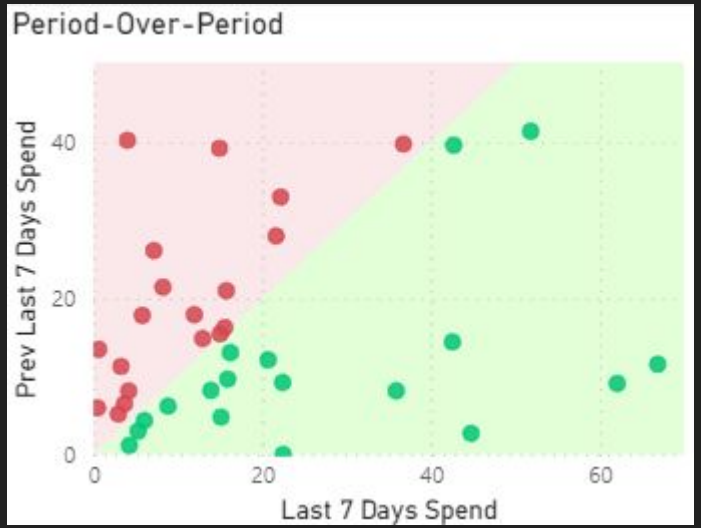
Drill through

Cross-report Off

Keep all filters On

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

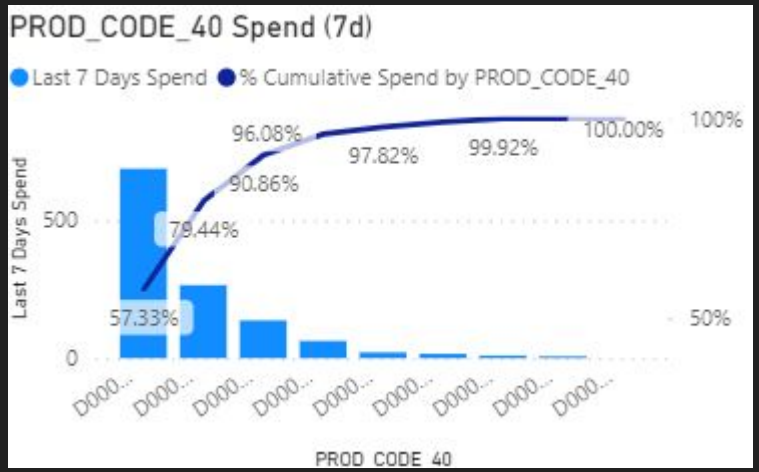
% Diff 7d Spend

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

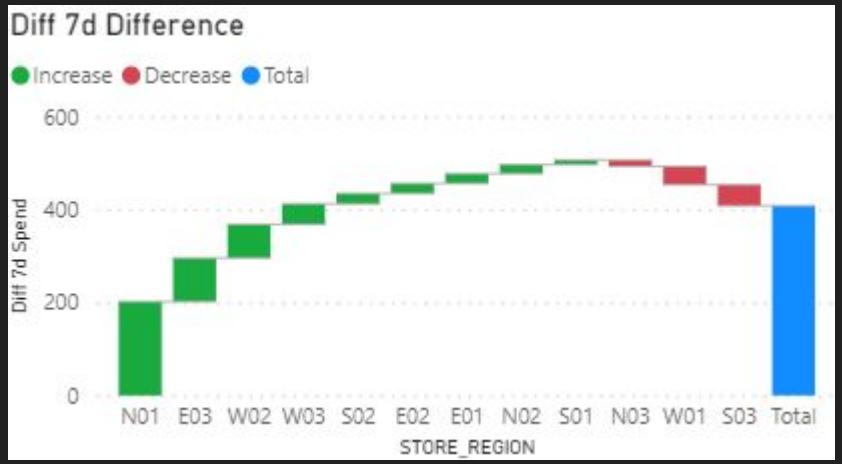
Drill through

Cross-report Off

Keep all filters On

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 Off

Keep all filters On

Add drill-through fields here