

Sales Report

1. Customer Performance Report:

- Create a detailed analysis of customer performance over the years, highlighting sales figures and growth percentages.

2. Market Performance and Sales Targets Comparison:

- Conduct a comprehensive comparison between market performance and sales targets, providing insights into the success of sales strategies.

Finance Report

1. Profit and Loss (P&L) Reports by Fiscal Year and Months:

- Generate Profit and Loss reports categorized by fiscal year and months to evaluate financial performance over different time frames.

2. Profit and Loss (P&L) Reports by Markets:

- Create Profit and Loss reports categorized by markets to aid in benchmarking against industry peers and previous periods.

Lessons Learned:

Through the completion of this project, I gained valuable insights and developed several skills, both technical and soft skills. Here's what I learned:

Technical Skills

- **Data Analysis Techniques:** Utilized ETL (Extract, Transform, Load) methodology for processing data efficiently.
- **Power Query:** Demonstrated proficiency in generating a date table and deriving fiscal months and quarters.
- **Power Pivot:** Established data model relationships and incorporated supplementary data effectively.
- **DAX (Data Analysis Expressions):** Used DAX to create calculated columns for advanced analytics.

Project Management

- **Strategic Thinking:** Aligned financial planning with strategic goals, contributing to a comprehensive understanding of organizational financial outlook.
- **Communication:** Improved communication skills by presenting complex financial data in a clear and understandable format.

Conclusion

This project not only allowed me to apply my technical skills but also provided a platform for continuous learning and improvement. The experience gained is instrumental in my journey as a data professional, and I look forward to applying these skills in future projects.