

LK.com, Inc is an American multinational conglomerate which focuses on furniture and office supply sales. It has distribution centers all around the world, which guarantees deliveries according to the customers needs.

In the 2nd part of this challenge, you had a request from Marketing & Sales global VP to show the analysis about two subjects regarding Products: New products and Orders with negative Gross Margin.

These are the questions to be answered:

### **New vs Old Products**

- 1) What was the number of Products in 2017, when the company started operating?
- 2) What was the total number of Products in 2020?
- 3) What was the total number of New Products in 2020?
- 4) What was the percentage of New Products in 2020?
- 5) Comparing the new products with the old products, which one has a higher Gross Margin percentage?
- 6) Considering only 2020, does the comparison between new and old have the same behavior for the Categories?
- 7) What is the Subcategory with the worst Gross Margin percentage, considering only the New Products?

### **Orders with negative Gross Margin**

- 8) Which is the market with the highest number of orders with negative Gross Margin?
- 9) Considering only this market, which are the top 3 subcategories with the highest number of orders with negative Gross Margin in 2020?
- 10) Considering all markets, which are the top 3 subcategories with the highest number of orders with negative Gross Margin in 2020?

## General Notes:

\*This challenge is not a competition between the students. You can ask for help on Discord.

\*Post your solution on LinkedIn with the hashtag #powerbiexperience and send the link to it on channel #challenges in our Discord community.

\*Use backgrounds and color themes with wow effect.

\*The quiz about LK.com Challenge - Part 2 is in the course platform. Go there on Bonus 3 to take the quiz!

\*Deadline: November 30th

\*For those who did not manage to complete the previous part of this challenge, do not give up. Do it whenever you can, and post it!

## Technical Notes:

\*Products means distinct Product key

\*To find the New Products, you have to use some table manipulation functions to apply the set theory. Check Task 6 on Mission #03.

