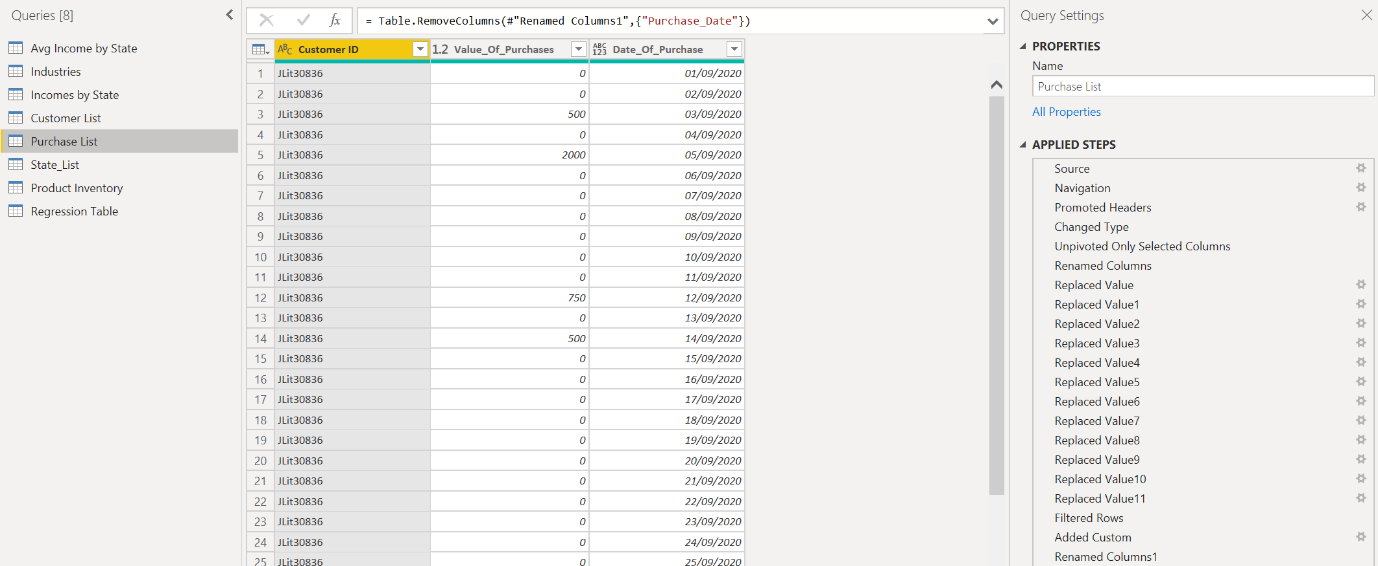
<https://review.udacity.com/#!/rubrics/3078/view>

The joined data on the ‘Product Inventory’ table of the Customer List is split into 6 columns, each labeled with correct formatting and no resulting Power Query errors.

Graphical user interface, application, table

Description automatically generated

The ‘Purchase List’ table is un-pivoted, organized, and has a date column that is correctly formatted as a date. There should be no resulting Power Query errors for any of the columns or rows.



The income categories should be defined using a DAX formula. The DAX formula should aggregate the different predicted customer incomes into buckets which can be used to create a histogram. The appropriate bin size for the histogram can be determined by the student but should still be a good reflection of the range, distribution, and shape of the data. It is recommended that the histogram contain at least 4 columns. Refer to the histogram example in the instructions section.

Graphical user interface, application, table, Excel

Description automatically generated

The product recommendations should be defined using a DAX formula. The DAX formula should use logic to determine which products are recommended to different income categories. The recommended product for each income category can be determined by the student.

Graphical user interface, application, table, Excel

Description automatically generated

A formula is created that can be used to predict customer incomes based linear regression of sales and income. Using y = mx + b, the m and b variables are replaced with the actual values and presented in the written summary.  
• Submission: Screenshot of the formula found in the Power BI file.  
Graphical user interface, chart

Description automatically generated

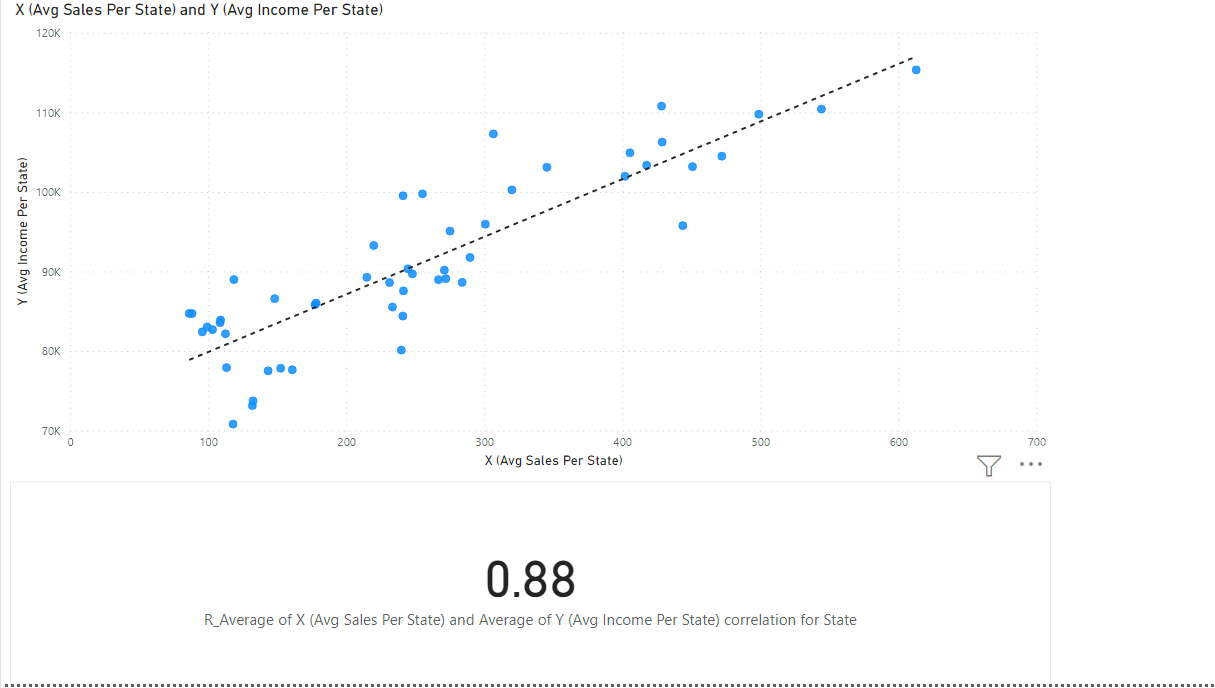
The histogram shows the distribution and shape of predicted income by category. The histogram is created using a column chart and DAX formula (the calculated column created earlier) to define the ranges/bins of the columns.

Submission: Screenshot of histogram

Graphical user interface, application

Description automatically generated

The scatter plot with trendline and correlation coefficient quick measure (on a card) is used to perform a regression analysis of the relationship between average household income by state and average 6 months sales by state.



The heatmap is used to visualize income household income distribution across the US.

Submission: Screenshot of the heatmap

