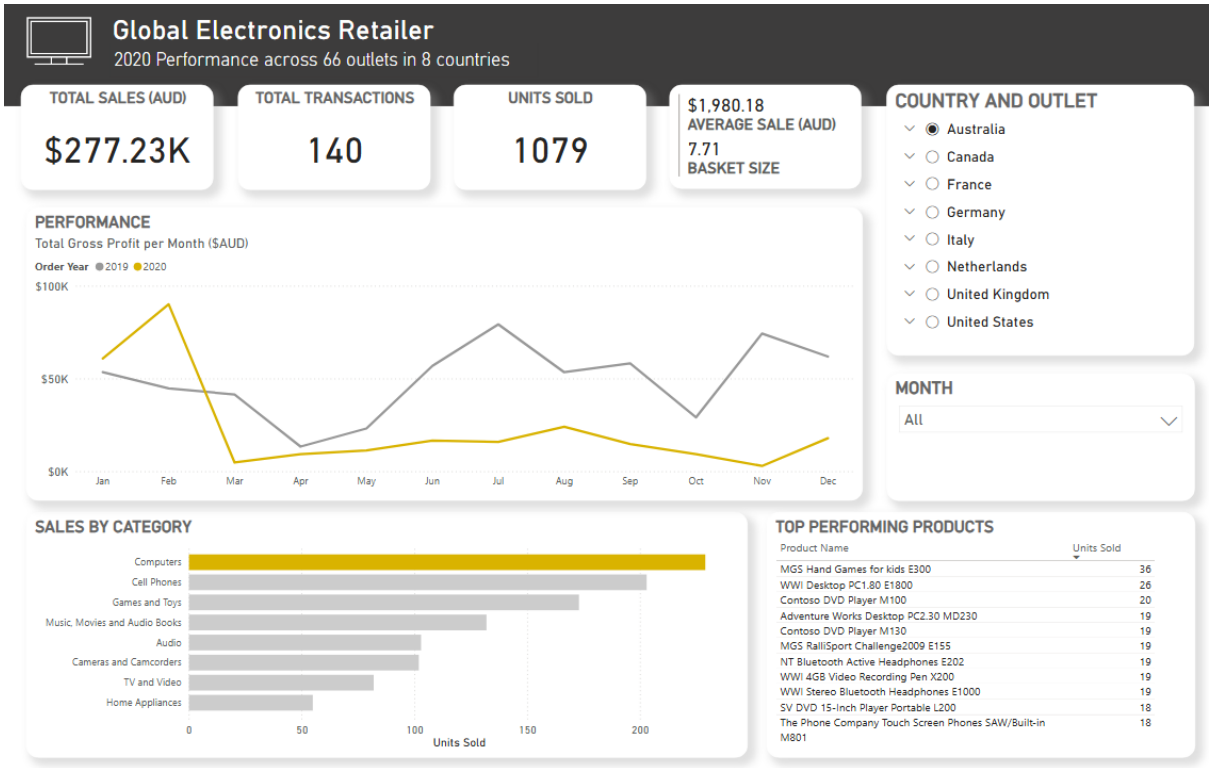

Project Title: Global Electronics Retailer Dashboard

Project Overview:

- This Power BI dashboard is designed for executives to analyse and compare 2020 retail performance across different outlet stores and regions. By providing interactive visualisations and key performance indicators, the dashboard helps executives identify trends, optimise store performance, and make data-driven decisions.
- The dashboard was built using Power Query Editor and DAX to clean, wrangle, and transform raw data before visualisation.

Data (https://mavenanalytics.io/project/14556)**:**

The dataset was sourced from Maven Analytics and contains five CSV files:

1. **Sales Data** – Includes transaction-level details such as product key, quantity, and sales amount.
2. **Products** – Lists product names, categories, and pricing details.
3. **Customers** – Provides demographic details of buyers.
4. **Stores** – Contains information about store locations and regions.
5. **Exchange Rates** – Tracks currency conversion for different sales regions.

These datasets were connected in Power BI's model view using appropriate relationships to ensure accurate analysis. Key transformations included:

- Handling missing values and duplicates.
- Creating calculated columns and measures for revenue, gross profit, and performance metrics.
- Converting currency values to AUD for accurate financial comparisons.

Visualisations:

- **Cards** – Display key retail performance metrics such as **Average Transaction Value (ATV)** and **Basket Size** to provide a quick overview of sales performance.
- **Line Chart** – Tracks **month-over-month trends** for gross profit in 2020 and includes a 1-year historical comparison.
- **Bar Chart** – Visualises **sales by category** with conditional formatting to highlight the most popular product categories.
- **Table** – Lists the **top-performing products** for a selected region or outlet, helping identify best-selling items.
- **Hierarchical Slicers** – Enable executives to **drill down** from a region to a specific store and dynamically adjust all visualisations.