

## POWER BI ASSIGNMENT

### Part 1

Objective: Create a dynamic Power BI/Tableau Dashboard for “Beauty” Category using Text and Number Data

The text and data are available in the data sheet attached. There are categories and sub categories mentioned in the sheet and the no. of conversation that are happening every month about a particular brand/product/issue etc.

#### Data Definition:

Sheet: “Number”

Keywords: Mention count of each keyword from Jan 2020 till June 2021

Category: all keywords are bucket into different categories

Super Category: all categories are bucket into super categories

Sheet “Text”: It Contains text data associated with Number Data

Text lower: It Contains Post/Comments related to Beauty conversation

### Part 2

Your Sales team is working on a Pitch to acquire Brand customers from Beauty/Cosmetic brands by presenting them a dashboard full of insights from this category. In specific, they want to show:

- Key trends in the category
- Highlight the most important pain points
- Share with them about what drives product consideration in the category & why
- Show which brands have the strongest purchase intent amongst the mix and why

It’s not only important for them to show the numbers and trends but also tell the story behind.

Your mission (Should you choose to accept it 🤖 ) as the Sr. Manager of Insights is to enable and empower them with Insightful story from what the data is saying so they can wow the customers. Let's see what you can do.

Date Given:

You created a model to pull relevant conversation from a very large pool of 100MM conversations that you think will help you narrow down the insights. The keywords you used and their occurrence are mentioned in the tab Numbers.