**Indira College Of Engineering and**

**Management, Pune**

**Department of MCA**

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MODULE 1: Introduction to Business Intelligence and Power BI

1. Retail Sales Analysis Dashboard: Develop a Power BI dashboard for a retail chain, integrating multiple data sources to analyze sales trends, customer demographics, and product performance.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Order ID** | **Date** | **Product** | **Category** | **Region** | **Sales ($)** | **Quantity** | **Customer Age** | **Gender** |
| 1001 | 05-01-2025 | Laptop | Electronics | North | 800 | 1 | 30 | Male |
| 1002 | 06-01-2025 | Phone | Electronics | South | 600 | 1 | 25 | Female |
| 1003 | 07-01-2025 | Shirt | Apparel | West | 50 | 2 | 40 | Male |
| 1004 | 08-01-2025 | Shoes | Apparel | East | 100 | 1 | 35 | Female |
| 1005 | 09-01-2025 | TV | Electronics | North | 1200 | 1 | 45 | Male |
| 1006 | 10-01-2025 | Jeans | Apparel | West | 75 | 1 | 28 | Female |
| 1007 | 11-01-2025 | Washing Machine | Electronics | South | 500 | 1 | 50 | Male |
| 1008 | 12-01-2025 | Headphones | Electronics | East | 150 | 2 | 22 | Female |
| 1009 | 13-01-2025 | Jacket | Apparel | North | 90 | 1 | 38 | Male |
| 1010 | 14-01-2025 | Microwave | Electronics | West | 300 | 1 | 33 | Female |
| 1011 | 15-01-2025 | Smartwatch | Electronics | South | 250 | 1 | 29 | Male |
| 1012 | 16-01-2025 | Sunglasses | Accessories | East | 60 | 1 | 24 | Female |
| 1013 | 17-01-2025 | Handbag | Accessories | West | 110 | 1 | 41 | Female |
| 1014 | 18-01-2025 | T-shirt | Apparel | North | 30 | 2 | 36 | Male |
| 1015 | 19-01-2025 | Speaker | Electronics | East | 200 | 1 | 27 | Male |
| 1016 | 20-01-2025 | Refrigerator | Electronics | South | 1000 | 1 | 48 | Female |
| 1017 | 21-01-2025 | Watch | Accessories | West | 180 | 1 | 31 | Male |
| 1018 | 22-01-2025 | Tablet | Electronics | North | 400 | 1 | 26 | Female |
| 1019 | 23-01-2025 | Perfume | Accessories | East | 90 | 1 | 39 | Female |
| 1020 | 24-01-2025 | Gaming Console | Electronics | South | 450 | 1 | 22 | Male |
| 1021 | 25-01-2025 | Hoodie | Apparel | North | 70 | 1 | 34 | Male |
| 1022 | 26-01-2025 | Laptop Stand | Accessories | West | 40 | 2 | 32 | Female |
| 1023 | 27-01-2025 | Coffee Maker | Electronics | South | 120 | 1 | 37 | Male |
| 1024 | 28-01-2025 | Earrings | Accessories | East | 50 | 1 | 23 | Female |

