Business Case for A Europe Bike Sales

Problem Case Statement for Power BI Visualization for Europe Bike Sales

Overview
The Europe Bike Sales dataset presents an opportunity to leverage Power BI for comprehensive visualization and analysis. With attributes such as Date, Day, Month, Year, Customer Age, Age Group, Customer Gender, Country, State, Product Category, Sub-Category, Product, Order Quantity, Unit Cost, Unit Price, Profit, Cost, Revenue, Selling Price, Loss, and Loss/Profit, the objective is to create a dynamic and insightful Power BI dashboard.

Attributes:
The dataset contains multiple columns, each representing distinct aspects of sales transactions, including:

1. Date
2. Day
3. Month
4. Year
5. Customer Age
6. Age Group
7. Customer Gender
8. Country
9. State
10. Product Category
11. Sub-Category
12. Product
13. Order Quantity
14. Unit Cost
15. Unit Price
16. Profit
17. Cost
18. Revenue

Objective:
The main goal of this project is to make the most of Power BI's capabilities to gather valuable insights from sales data. By diving into the dataset and using Power BI's powerful analytical features, our objectives include: -

1. **Distribution Of Price by Country:** How does the total sales price vary across different countries in our dataset, and what visualizations can provide insights into these country-wise sales figures.
2. **Distribution of Profit by Year, Date, Day, Quartar:** What is the annual distribution of profits, and how can we visualize the cumulative profit trends over the years.
3. **State-wise Profitability Across Countries:** Which Country and states are contributing significantly to the overall profit, and how can we represent the state-wise profitability through an effective.
4. **Distribution of Profit by Product Category and Customer Gender:** How does the average profit differ across various product categories and customer genders, and what visualization methods can effectively communicate these insights.
5. **Product Category Tabulation by Revenue and Loss/Profit:** What is the relationship between product categories, their respective revenues, and the associated loss or profit? How can we visually represent this information to identify high-performing and underperforming categories.
6. **Profit Distribution Across Product Categories:** Which product categories are yielding the highest profits, and how can we create a Power BI visualization to showcase the profit distribution across different product categories.