Process Documentation

1. Cleaned Raw Data in Excel

- **Remove Duplicate Records:**
  Identified and removed duplicate rows to ensure data accuracy.
- **Filter Irrelevant Data:**
  Deleted all columns irrelevant to the analysis.
- **Handle Missing Values:**
  Deleted rows containing missing values for better data reliability and accuracy.
- **Standardize Inconsistent Data:**
  Used FIND/REPLACE to clean inconsistencies in text fields.
- **Rename Columns for Clarity:**
  Renamed ambiguous column names to make them descriptive and easy to interpret.

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2. Transformed Data Using Power Query

- **Extracted Text Before Delimiter:**
  Parsed columns to isolate meaningful information before delimiters.
- **Trim and Clean Text:**
  Removed extra spaces and unnecessary characters using the "Transform" tab.
- **Remove Errors:**
  Identified and handled error cells by replacing them with default values or filtering them out.

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3. Built Dashboards in Power BI

- **Created Measures:**
  - Total Job Sold:
    COUNT(Sheet1[Job_Number])

- Average Customer Tenure (Before Cancellation):
- Avg Tenure Before Cancellation =
- CALCULATE(
- AVERAGE(Sheet1[Customer_Tenure]),
- Sheet1[Change_Reason] = "Sales Canceled"
-)
- Top Product:
- CALCULATE(
- MAXX(
- TOPN(
- 1,
- SUMMARIZE(
- FILTER(Sheet1, Sheet1[Change_Reason] = "New Sales"),
- Sheet1[Product],
- "TotalRevenue", SUM(Sheet1[Install_Revenue]) + SUM(Sheet1[Install_RMR])
-),
- [TotalRevenue],
- DESC
-),
- [Product]
-)
-)
- Top Sales Region:
- CALCULATE(

```
    MAXX(
      TOPN(
        1,
        SUMMARIZE(
          FILTER(Sheet1, Sheet1[Change_Reason] = "New Sales"),
          Sheet1[Region],
          "JobCount", COUNT(Sheet1[Job_Number])
        ),
        [JobCount],
        DESC
      ),
      [Region]
    )
)
Total Job Cancelled:
CALCULATE(
    COUNT(Sheet1[Job_Number]),
    Sheet1[Change_Reason] = "Sales Canceled"
)
Lost Revenue Impacted:
CALCULATE(
    SUM(Sheet1[Install_Revenue]) + SUM(Sheet1[Install_RMR]),
    Sheet1[Change_Reason] = "Sales Canceled"
)
```

- **Lost Revenue %:**
- **DIVIDE(**
- **[Lost Revenue],**
- **[Total Revenue],**
- **0**
- **) * 100**
- **Region with Highest Cancellation:**
- **MAXX(**
- **TOPN(**
- **1,**
- **SUMMARIZE(**
- **Sheet1,**
- **Sheet1[Branch],**
- **"CancellationCount",**
- **CALCULATE(COUNT(Sheet1[Job_Number]), Sheet1[Change_Reason] = "Sales Canceled")**
- **),**
- **[CancellationCount],**
- **DESC**
- **),**
- **Sheet1[Branch]**
- **)**

- **Dashboard Creation:**
  - Built two dashboards to visualize insights and trends.
  - Created a dashboard template in PowerPoint, imported it into Power BI, and formatted it.