

POWER BI PROJECT

BIKE SHOP

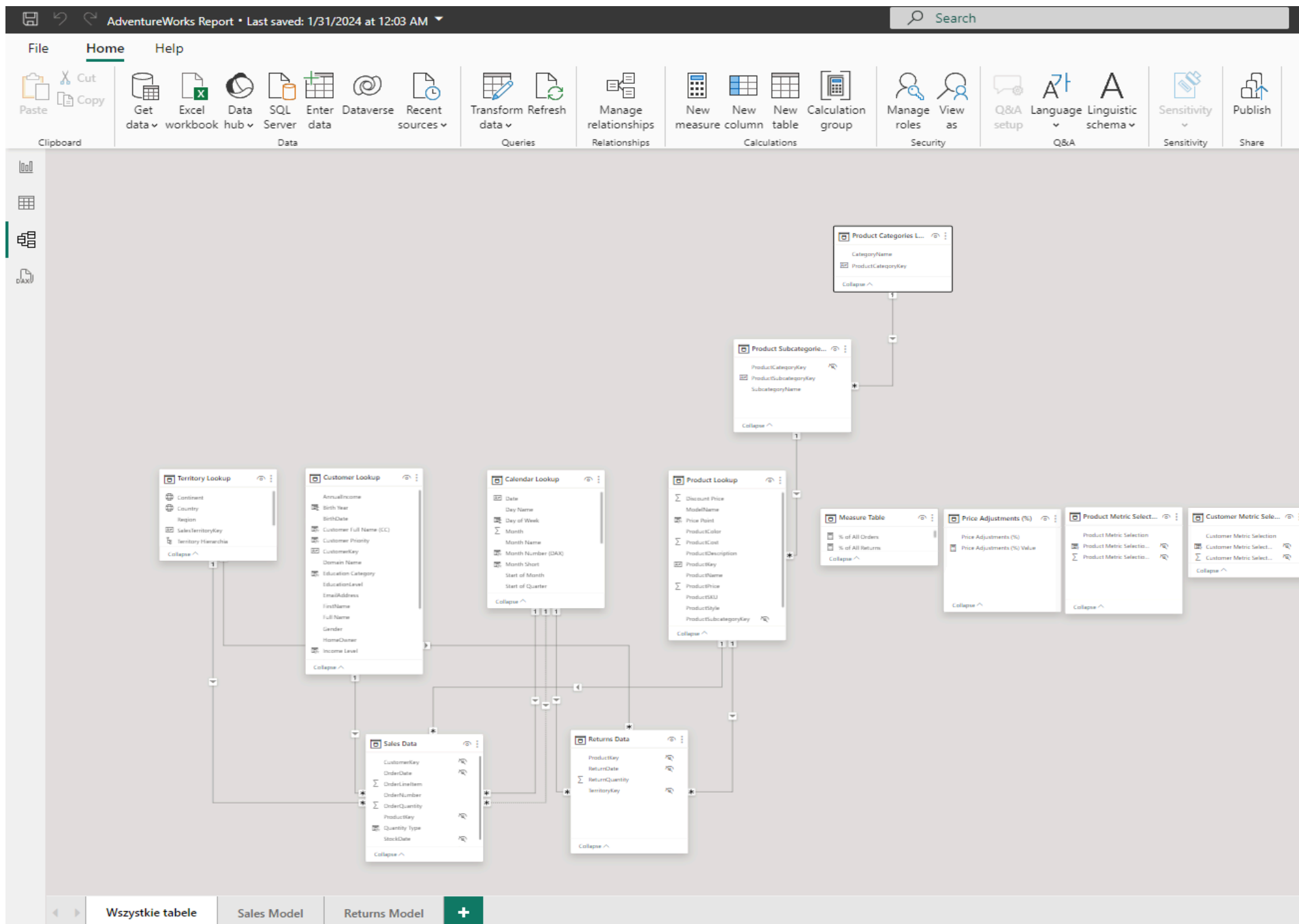
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1. Connecting & Shaping Data

The first step was to import and shape the data in Power Query Editor to prepare it for modeling and analysis. The data was added using a CSV file, then I checked that all parameters had been loaded correctly. In addition, in the calendar lookup table, I have added several columns such as start of the week, start of the month, and start of the quarter to allow visualization of the results over time. I have disabled refreshing for some tables in order to optimize the report.

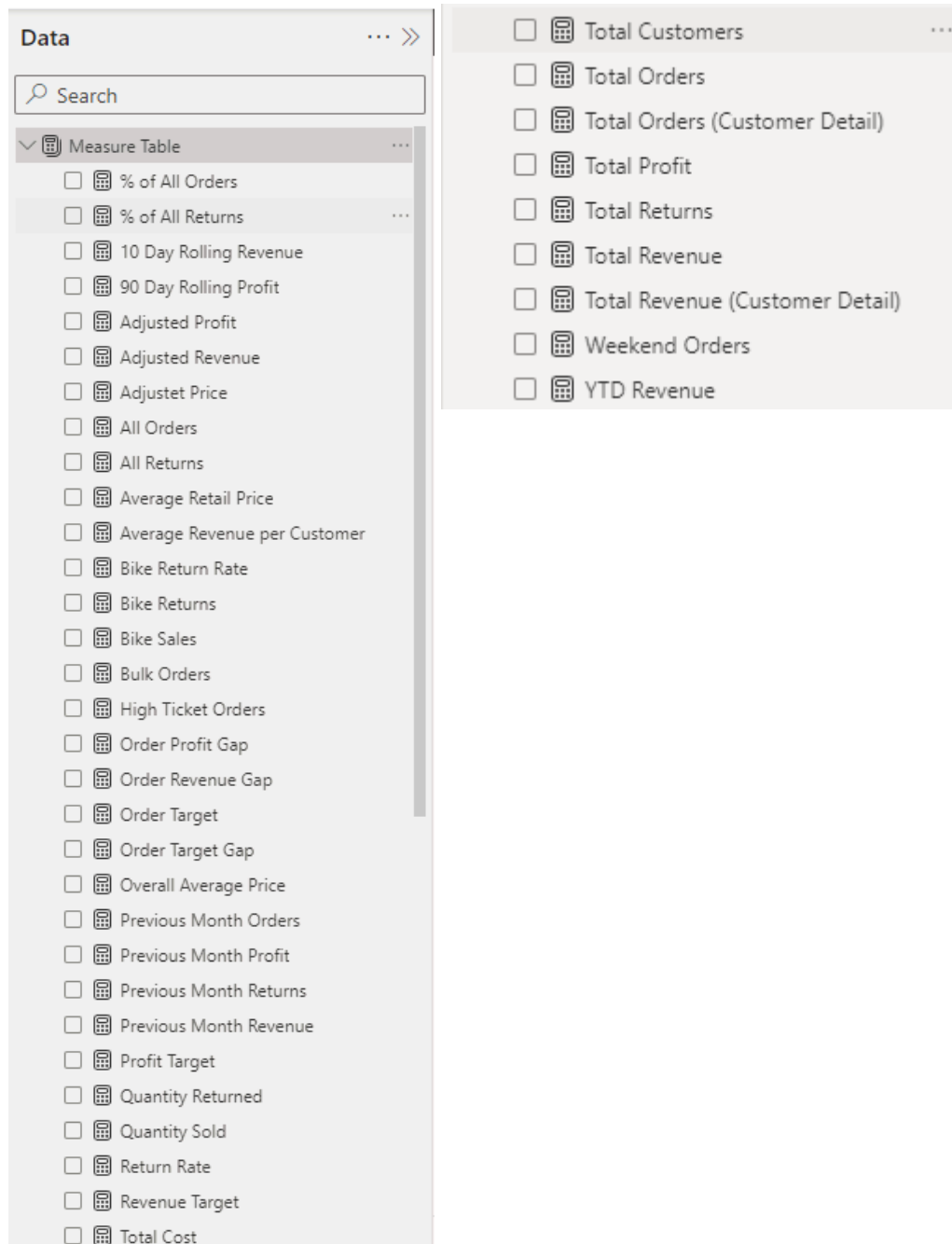
2. Data Modeling

Then I proceeded to create the data model. I identified the primary keys and foreign keys of the tables, and then started to create relationships between the tables according to one-to-many cardinality and one-way filters.



3. Calculating fields with DAX

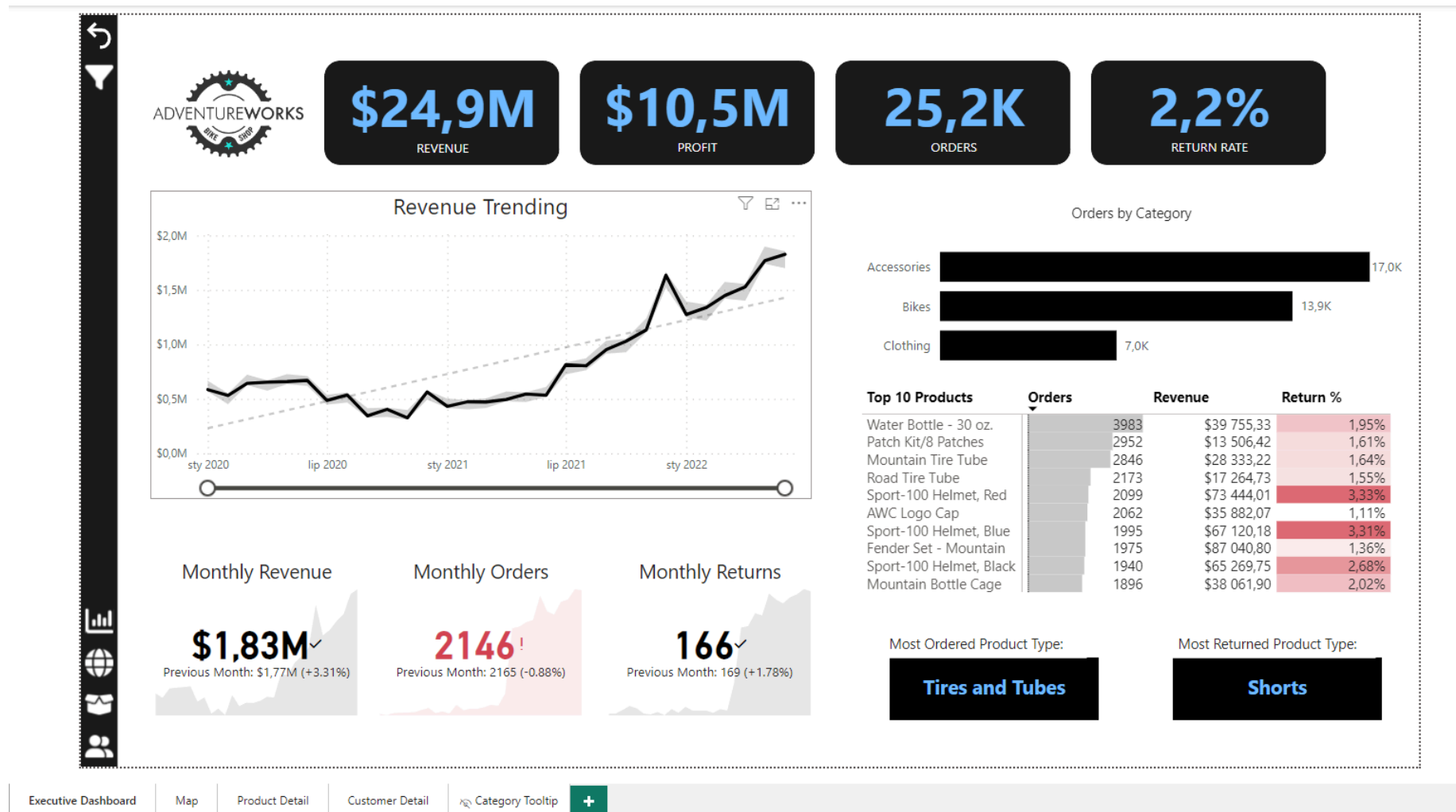
The next step was to use the DAX language to calculate measures that helped visualize key values and optimize the analysis process.



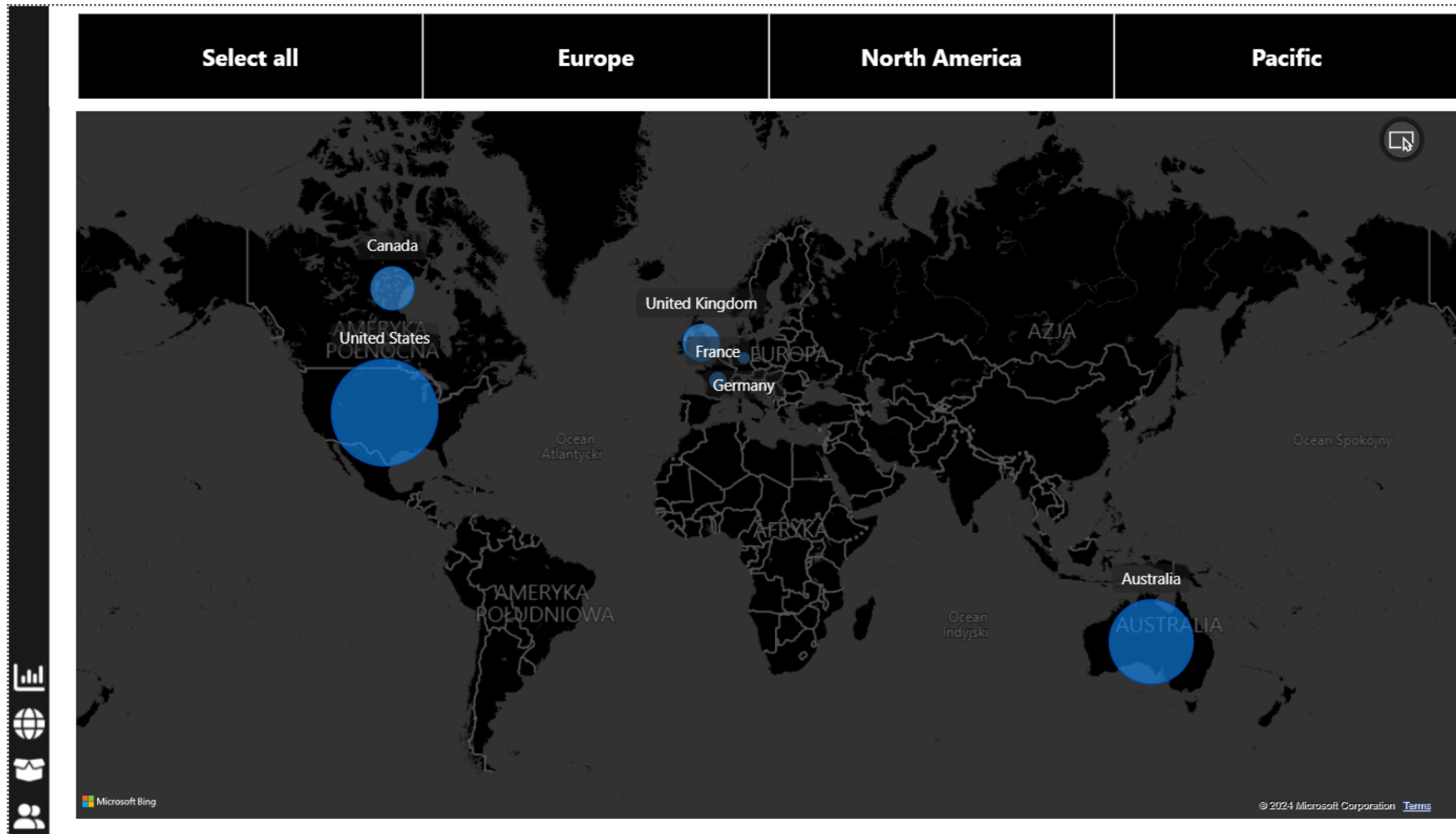
4. Data Visualization

The final stage was to build an interactive report based on key data using charts, cards, donuts, tables, maps using appropriate filters, slicers, drill-down filters, as well as editing interactions between the various elements of the visualization.

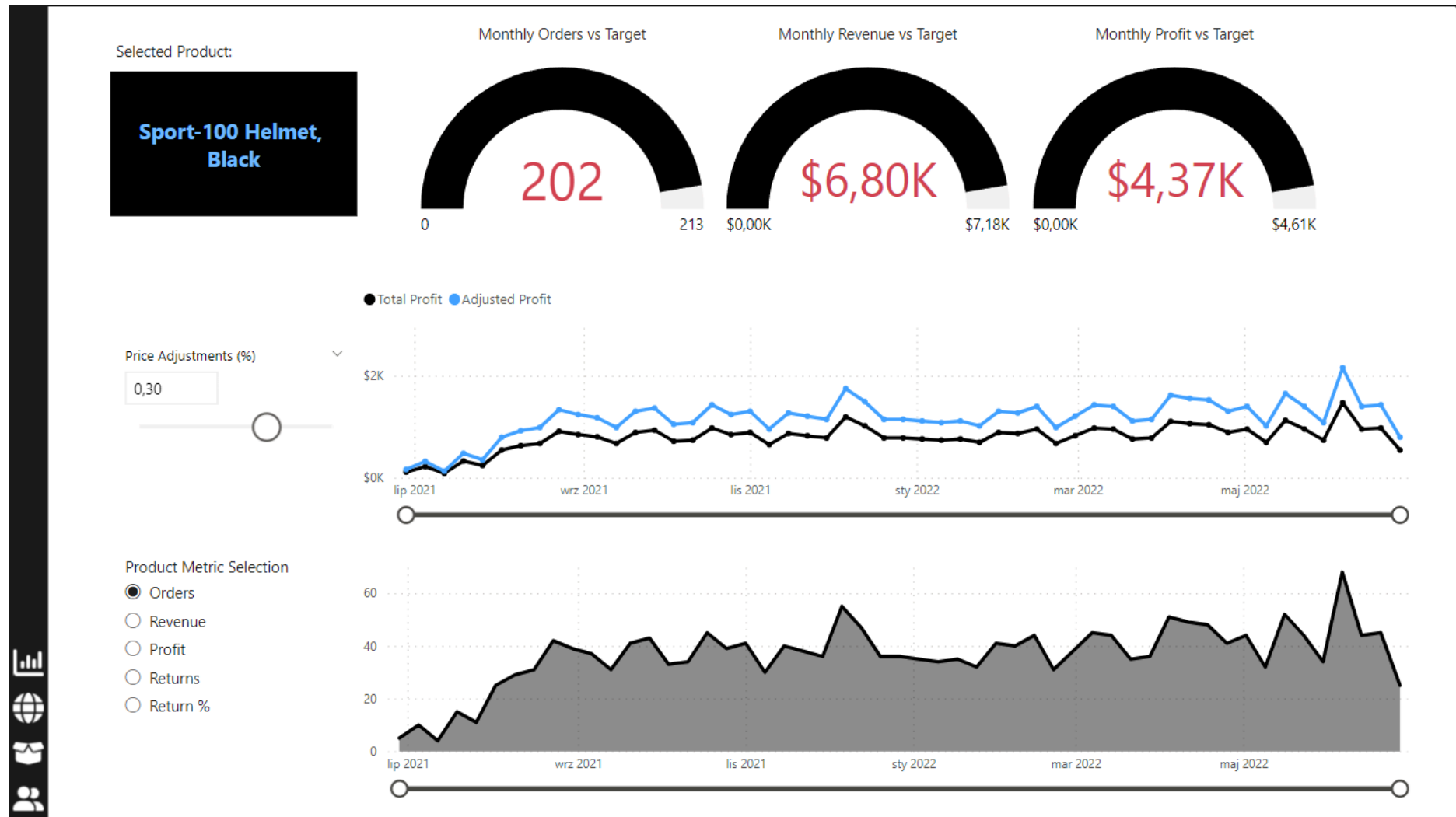
On the Executive Dashboard view I focused on KPIs. The visualizations can be filtered by period, product category and also by region using the navigation panel. The user can also switch to individual tabs or clear all the applied filters.



Another view is a map where we can see in which regions the shop sells its products. This has also helped to define roles by region for the presentation to individual regional managers.



Using drill-through filters, the user has the option to switch to a more detailed view of a product from the executive dashboard.



Last but not least is the customer detail view, where the user has the option, among other things, to filter by, the level of income or the profession, which allows the company to choose which groups make the most profit.

