Data Preprocessing & Visualization

Assignment Description

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Assignment Description

In groups, the students tasks are the following:

1. Create 3 cohesive dashboards in PowerBI
2. Withdraw some insights and conclusions from the visualizations
3. Present the dashboards and conclusions to the class (10min)

Description of the transactional table variables:

The transactional data available represents the customers' transactions at the "Market Center". These transactions reflect the business's situation and allow the outline of the profile of the company's customers.

Variable	Description
transaction_id	Transaction ID
cust_id	Customer ID
tran_dat	Transaction's date
prod_subcat_code	Product subcategory ID
prod_cat_code	Product category ID
Qty	Number of items bought
Tax	Amount of tax paid
total_amt	Amount spent by the customer
Store_type	Sales channel name
Payment_type	Customer payment type
prod_cat	Name of the product category
prod_subcat	Name of the product subcategory
Gender	Customer gender
Kids	Customer have kids (1-yes;0-no)
city	Customer city
Customer_since	Year of customer first purchase

Deliverables on moodle:

- PowerBI file

Delivery date: November 1st (11:59pm)