

Data Analysis on SuperMarket Store

Introduction

In the dynamic landscape of the retail industry, supermarkets play a pivotal role in meeting the diverse needs of consumers. This data analysis project delves into the performance and trends of a prominent supermarket store in the United States with **POWER BI**, aiming to extract valuable insights that can inform strategic decisions and enhance overall operational efficiency.

Background

Supermarket stores serve as hubs where customers interact with a wide array of products, ranging from daily essentials to specialty items. The retail environment is influenced by factors such as consumer behavior, seasonal variations, marketing strategies, and economic conditions. Understanding the intricate dynamics within a supermarket is crucial for staying competitive and ensuring sustained growth.

Objectives

The primary objectives of this data analysis project are to:

- **Evaluate Sales Performance:** Examine the overall sales trends, identify top-performing products and categories, and understand the impact of promotions on sales.
- **Inventory Management:** Assess the efficiency of inventory turnover, identify slow-moving and fast-moving products, and propose strategies for optimal inventory management.
- **Regional Analysis:** Explore geographical variations in sales to pinpoint high-performing and low-performing regions, providing insights for regional-specific strategies.
- **Promotions and Discounts:** Evaluate the effectiveness of promotional campaigns and discounts on sales, identifying the most successful initiatives.

Dataset -> [CLICK HERE](#)

Formula Bar Monospaced Column distribution  Always allow  Advanced Editor  Query Dependencies

Show whitespace Column profile  Go to Column  Columns  Parameters  Advanced  Dependencies

Layout Data Preview

Queries [2]    = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

Orders

Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID
9994 distinct, 9994 unique	5009 distinct, 2538 unique	1237 distinct, 119 unique	1334 distinct, 126 unique	4 distinct, 0 unique	793 distinct, 5 unique
1134	1134 US-2016-134908	6/5/2016	6/9/2016	Standard Class	JS-15940
1135	1135 US-2016-134908	6/5/2016	6/9/2016	Standard Class	JS-15940
1136	1136 US-2016-134908	6/5/2016	6/9/2016	Standard Class	JS-15940

Column statistics

Count	9994
Error	0
Empty	0
Distinct	9994
Unique	9994
Nan	0
Zero	0
Min	1
Max	9994
Average	4997.5

Value distribution



Query Settings 

PROPERTIES

Name: Orders
All Properties

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type

21 COLUMNS, 999+ ROWS Column profiling based on entire data set

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Layout Data Preview

Queries [2]    = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

 Orders  Orders\$FilterDatabase

Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID
9994 distinct, 9994 unique	5009 distinct, 2538 unique	1237 distinct, 119 unique	1334 distinct, 126 unique	4 distinct, 0 unique	793 distinct, 5 unique
1134	1134 US-2016-134908	6/5/2016	6/9/2016	Standard Class	JS-15940
1135	1135 US-2016-134908	6/5/2016	6/9/2016	Standard Class	JS-15940
1136	1136 US-2016-140002	6/5/2016	6/9/2016	Standard Class	JS-15940

Column statistics ... Value distribution ...

Count	9994
Error	0
Empty	0
Distinct	5009
Unique	2538
Empty string	0
Min	CA-2014...
Max	US-2017...

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Query Settings 

PROPERTIES

Name: Orders
All Properties

APPLIED STEPS

Source  Navigation  Promoted Headers  Changed Type 

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Show whitespace Column profile Column quality  Columns  Parameters  Advanced  Dependencies

Layout Data Preview

Queries [2]    = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

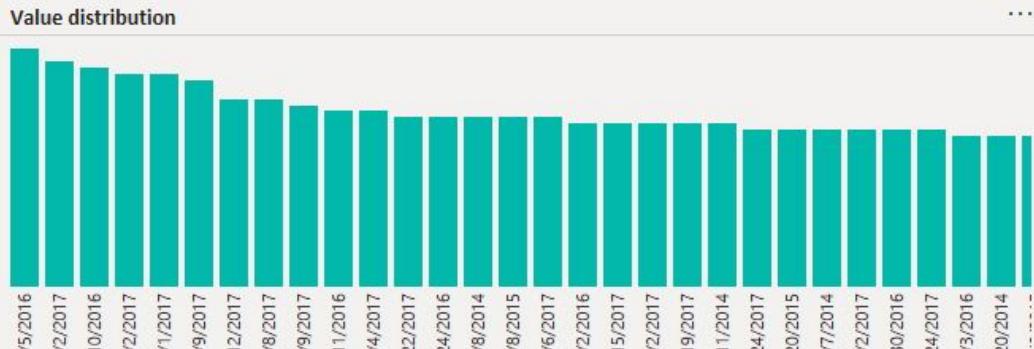
Orders

Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID
9994 distinct, 9994 unique	5009 distinct, 2538 unique	1237 distinct, 119 unique	1334 distinct, 126 unique	4 distinct, 0 unique	793 distinct, 5 u
1134	1134 US-2016-134908	6/5/2016	6/9/2016	Standard Class	JS-15940
1135	1135 US-2016-134908	6/5/2016	6/9/2016	Standard Class	JS-15940
1136	1136 US-2016-134908	6/5/2016	6/9/2016	Standard Class	JS-15940

Column statistics ...

Count	9994
Error	0
Empty	0
Distinct	1237
Unique	119
Min	1/3/2014
Max	12/30/2...
Average	4/30/2016

Value distribution ...



Query Settings 

PROPERTIES

Name: Orders
All Properties

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type

Formula Bar Monospaced Column distribution Always allow Show whitespace Column profile Column quality

Layout Data Preview Columns Parameters Advanced Dependencies

Queries [2] = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date", type date}, {"Ship Date", type date}, {"Ship Mode", type text}, {"Customer ID", type text}}

Orders

Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID
9994 distinct, 9994 unique	5009 distinct, 2538 unique	1237 distinct, 119 unique	1334 distinct, 126 unique	4 distinct, 0 unique	793 distinct, 5 unique
1134	1134 US-2016-134908	6/5/2016	6/9/2016	Standard Class	JS-15940
1135	1135 US-2016-134908	6/5/2016	6/9/2016	Standard Class	JS-15940
1136	1136 US-2016-134908	6/5/2016	6/9/2016	Standard Class	JS-15940

Column statistics

Count	9994
Error	0
Empty	0
Distinct	1334
Unique	126
Min	1/7/2014
Max	1/5/2018
Average	5/3/2016

Value distribution

Query Settings

PROPERTIES

Name: Orders
All Properties

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type**

21 COLUMNS, 999+ ROWS Column profiling based on entire data set

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 Show whitespace Column profile
 Column quality

Go to Column Always allow Advanced Editor Query Dependencies
 Columns Parameters Advanced Dependencies

Layout Data Preview Columns Parameters Advanced Dependencies

Queries [2]

Orders Orders\$FilterDatabase

	A ^B _C Ship Mode	A ^B _C Customer ID	A ^B _C Customer Name	A ^B _C Segment	A ^B _C Country	A ^B _C Ci
100%	Valid	100%	Valid	100%	Valid	100%
0%	Error	0%	Error	0%	Error	0%
0%	Empty	0%	Empty	0%	Empty	0%
que	4 distinct, 0 unique	793 distinct, 5 unique	793 distinct, 5 unique	3 distinct, 0 unique	1 distinct, 0 unique	531 d
1134	6/9/2016 Standard Class	JS-15940	Joni Sundaresam	Home Office	United States	Ph
1135	6/9/2016 Standard Class	JS-15940	Joni Sundaresam	Home Office	United States	Ph
1136	6/11/2016 Same Day	JS-15941	Joni Sundaresam	Same Day	United States	...

Column statistics ...

Count	9994
Error	0
Empty	0
Distinct	4
Unique	0
Empty string	0
Min	First Class
Max	Standar...

Value distribution ...

Query Settings

PROPERTIES

Name: Orders
All Properties

APPLIED STEPS

Source Navigation Promoted Headers **Changed Type**

Formula Bar Monospaced Column distribution
 Show whitespace Column profile Always allow

Go to Column Advanced Editor Query Dependencies
 Column quality Parameters Dependencies

Layout Data Preview Columns Advanced Dependencies

Queries [2] X ✓ fx = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

	A ^B Ship Mode	A ^B Customer ID	A ^B Customer Name	A ^B Segment	A ^B Country	A ^B Ci
100%	Valid	100%	Valid	100%	Valid	100%
0%	Error	0%	Error	0%	Error	0%
0%	Empty	0%	Empty	0%	Empty	0%
4 distinct, 0 unique	793 distinct, 5 unique	793 distinct, 5 unique	3 distinct, 0 unique	1 distinct, 0 unique	531 d	
1134 6/9/2016 Standard Class	JS-15940	Joni Sundaresam	Home Office	United States	Ph	
1135 6/9/2016 Standard Class	JS-15940	Joni Sundaresam	Home Office	United States	Ph	
1136 6/9/2016 Standard Class	JS-15940	Joni Sundaresam	Home Office	United States	Ph	

Column statistics ... Value distribution

Count	WB-21850
Error	JL-15835
Empty	PP-18955
Distinct	MA-17560
Unique	CK-12205
Empty string	SV-20365
Min	EH-13765
Max	JD-15895
	AP-10915
	ZC-21910
	EP-13915

Query Settings

PROPERTIES

Name: Orders
All Properties

APPLIED STEPS

Source, Navigation, Promoted Headers, **Changed Type**

21 COLUMNS, 999+ ROWS Column profiling based on entire data set

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Query Settings

Layout

Queries [2]

Data Preview

Columns

Parameters

Advanced

Dependencies

Advanced Editor

Query Dependencies

Properties

Name: Orders

All Properties

Applied Steps

Source

Navigation

Promoted Headers

Changed Type

Column statistics

Count	9994
Error	0
Empty	0
Distinct	793
Unique	5
Empty string	0
Min	Aaron B...
Max	Zuschus...

Value distribution

Customer Name	Count
William Brown	9994
John Lee	~1000
Paul Prost	~1000
Matt Abelman	~1000
Chloris Kastensmidt	~1000
Seth Vernon	~1000
Edward Hooks	~1000
Jonathan Doherty	~1000
Arthur Prichep	~1000
Zuschuss Carroll	~1000
Emily Phan	~1000

21 COLUMNS, 999+ ROWS Column profiling based on entire data set

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Formula Bar Monospaced Column distribution Show whitespace Column profile Column quality

Always allow Go to Column Advanced Editor Query Dependencies Parameters Advanced Dependencies

Layout Data Preview Columns Parameters Advanced Dependencies

Queries [2] = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date", type date}, {"Customer ID", type string}, {"Customer Name", type string}, {"Segment", type string}, {"Country", type string}, {"City", type string}, {"Region", type string}, {"Postal Code", type string}, {"Phone", type string}, {"Email", type string}, {"Ship Mode", type string}, {"Order Priority", type string}, {"Quantity", type number}, {"Unit Price", type number}, {"Line Total", type number}})

Orders

Row ID	Order ID	Order Date	Customer ID	Customer Name	Segment	Country	City	Region	Postal Code	Phone	Email	Ship Mode	Order Priority	Quantity	Unit Price	Line Total
1134	6/9/2016	Standard Class	JS-15940	Joni Sundaresam	Home Office	United States	Phnom Penh	Ph	12345	01234567890	joni.sundaresam@example.com	Ground	Normal	1	100.00	100.00
1135	6/9/2016	Standard Class	JS-15940	Joni Sundaresam	Home Office	United States	Phnom Penh	Ph	12345	01234567890	joni.sundaresam@example.com	Ground	Normal	1	100.00	100.00
1136	6/11/2016	Same Day	JS-15945	Joni Sundaresam	Consumer	United States	Los Angeles	CA	12345	01234567890	joni.sundaresam@example.com	Air	Priority	1	100.00	100.00

Column statistics

Column	Type	Count	Error	Empty	Distinct	Unique	Empty string	Min	Max
Row ID	Int64	9994	0	0	3	0	0	Consumer	Home O...
Order ID	Text	9994	0	0	3	0	0	6/9/2016	6/11/2016
Order Date	Date	9994	0	0	3	0	0	6/9/2016	6/11/2016
Customer ID	Text	9994	0	0	3	0	0	JS-15940	JS-15945
Customer Name	Text	9994	0	0	3	0	0	Joni Sundaresam	Joni Sundaresam
Segment	Text	9994	0	0	3	0	0	Home Office	Consumer
Country	Text	9994	0	0	3	0	0	United States	United States
City	Text	9994	0	0	3	0	0	Phnom Penh	Los Angeles
Region	Text	9994	0	0	3	0	0	Ph	CA
Postal Code	Text	9994	0	0	3	0	0	12345	12345
Phone	Text	9994	0	0	3	0	0	01234567890	01234567890
Email	Text	9994	0	0	3	0	0	joni.sundaresam@example.com	joni.sundaresam@example.com
Ship Mode	Text	9994	0	0	3	0	0	Ground	Air
Order Priority	Text	9994	0	0	3	0	0	Normal	Priority
Quantity	Number	9994	0	0	3	0	0	100.00	100.00
Unit Price	Number	9994	0	0	3	0	0	100.00	100.00
Line Total	Number	9994	0	0	3	0	0	100.00	100.00

Value distribution

Value	Count
Consumer	9994
Corporate	0
Home Office	0

Query Settings

PROPERTIES

- Name: Orders
- All Properties

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type

Formula Bar Monospaced Column distribution
 Show whitespace Column profile Always allow

Go to Column Advanced Editor Query Dependencies

Columns Parameters Advanced Dependencies

Layout Data Preview

Queries [2] = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

	A ^B Country	A ^B City	A ^B State	1 ² 3 Postal Code	A ^B Region
100%	• Valid	100%	• Valid	100%	• Valid
0%	• Error	0%	• Error	0%	• Error
0%	• Empty	0%	• Empty	0%	• Empty
1 distinct, 0 unique	531 distinct, 70 unique	49 distinct, 1 unique	631 distinct, 78 unique	4 distinct, 0 unique	
1134	United States	Philadelphia	Pennsylvania	19134	East
1135	United States	Philadelphia	Pennsylvania	19134	East
1136	United States	Philadelphia	Pennsylvania	19134	East

Column statistics ... Value distribution ...

Count	9994
Error	0
Empty	0
Distinct	1
Unique	0
Empty string	0
Min	United S...
Max	United S...

Query Settings

PROPERTIES

Name: Orders

All Properties

APPLIED STEPS

Source

Navigation

Promoted Headers

Changed Type

Formula Bar Monospaced Column distribution Always allow Go to Column Advanced Editor Query Dependencies Show whitespace Column profile Column quality

Layout Data Preview Columns Parameters Advanced Dependencies

Queries [2] = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

	A ^B Country	A ^B City	A ^B State	1 ² 3 Postal Code	A ^B Region
100%	Valid	100%	Valid	100%	Valid
0%	Error	0%	Error	0%	Error
0%	Empty	0%	Empty	0%	Empty
ique	1 distinct, 0 unique	531 distinct, 70 unique	49 distinct, 1 unique	631 distinct, 78 unique	4 distinct, 0 unique
1134	United States	Philadelphia	Pennsylvania	19134	East
1135	United States	Philadelphia	Pennsylvania	19134	East
1136	United States	Philadelphia	Pennsylvania	19134	East

Column statistics ... Value distribution

Count	9994	New York City	...
Error	0	Los Angeles	
Empty	0	Philadelphia	
Distinct	531	San Francisco	
Unique	70	Seattle	
Empty string	0	Houston	
Min	Aberdeen	Chicago	
Max	Yuma	Columbus	

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21 COLUMNS, 999+ ROWS Column profiling based on entire data set

Query Settings

PROPERTIES

Name: Orders
All Properties

APPLIED STEPS

Source Navigation Promoted Headers Changed Type

Formula Bar Monospaced Column distribution
 Show whitespace Column profile
 Column quality

Go to Column Always allow Advanced Editor Query Dependencies

Columns Parameters Advanced Dependencies

Layout Data Preview

Queries [2]

Orders Orders\$FilterDatabase

	A ^B Country	A ^B City	A ^B State	i2 ³ Postal Code	A ^B Region
100%	Valid	100%	Valid	100%	Valid
0%	Error	0%	Error	0%	Error
0%	Empty	0%	Empty	0%	Empty
unique	1 distinct, 0 unique	531 distinct, 70 unique	49 distinct, 1 unique	631 distinct, 78 unique	4 distinct, 0 unique
1134	United States	Philadelphia	Pennsylvania	19134	East
1135	United States	Philadelphia	Pennsylvania	19134	East
1136	United States	Philadelphia	Pennsylvania	22220	South

Column statistics ...

Count	9994
Error	0
Empty	0
Distinct	49
Unique	1
Empty string	0
Min	Alabama
Max	Wyoming

Value distribution

Query Settings

PROPERTIES

Name: Orders
All Properties

APPLIED STEPS

Source Navigation Promoted Headers **Changed Type**

21 COLUMNS, 999+ ROWS Column profiling based on entire data set

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Formula Bar Monospaced Column distribution
 Show whitespace Column profile Always allow

Go to Column Advanced Editor Query Dependencies
 Column quality Parameters Advanced Dependencies

Layout Data Preview Columns Parameters Advanced Dependencies

Queries [2] X ✓ fx = Table.TransformColumnTypes(#"Promoted Headers", {{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

Orders

	Postal Code	Region	Product ID	Category	Sub-Category
10035	10024	East	OFF-ST-10003479	Office Supplies	Storage
1134	19134	East	OFF-LA-10000973	Office Supplies	Labels
1135	19134	East	OFF-ST-10001176	Office Supplies	Labels
1136	19134	East	OFF-ST-10001176	Office Supplies	Labels

Column statistics

Empty	631
Distinct	631
Unique	78
NaN	0
Zero	0
Min	1040
Max	99301
Average	55190.3...
Standard deviation	32063.6...
Even	4232
Odd	5762

Value distribution

Query Settings

PROPERTIES

Name: Orders
All Properties

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type**

Query Settings

- Formula Bar
- Monospaced
- Column distribution
- Show whitespace
- Column profile
- Column quality
- Always allow
- Go to Column
- Advanced Editor
- Query Dependencies
- Dependencies

Layout

Queries [2]

Orders

```
= Table.TransformColumnTypes(#"Promoted Headers", {"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date", type date})
```

	Postal Code	Region	Product ID	Category	Sub-Category
1134	19134	East	OFF-ST-10003479	Office Supplies	Storage
1135	19134	East	OFF-LA-10000973	Office Supplies	Labels
1136	22222	Central	OFF-ST-10001476	Office Supplies	Labels

Column statistics

Count	9994
Error	0
Empty	0
Distinct	4
Unique	0
Empty string	0
Min	Central
Max	West

Value distribution

West	9994
East	9994
Central	9994
South	9994

Query Settings

PROPERTIES

Name: Orders

All Properties

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type**

Formula Bar Monospaced Column distribution  Always allow  Advanced Editor  Query Dependencies

Show whitespace Column profile Column quality  Go to Column  Columns  Parameters  Advanced  Dependencies

Layout Data Preview

Queries [2]    = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

Orders

	A ^B C Product ID	A ^B C Category	A ^B C Sub-Category	A ^B C Product Name	1.2 Sal
1134	OFF-ST-10003479	Office Supplies	Storage	Eldon Base for stackable storage shelf, platinum	5825 d
1135	OFF-LA-10000973	Office Supplies	Labels	Avery 502	
1136	OFF-ST-10001475	Office Supplies	Labels	Avery 502	

Column statistics

Count	9994
Error	0
Empty	0
Distinct	1862
Unique	91
Empty string	0
Min	FUR-BO...
Max	TEC-PH...

Value distribution

Query Settings 

PROPERTIES

Name: Orders
All Properties

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type

Formula Bar Monospaced Column distribution  Always allow  Advanced Editor  Query Dependencies

Show whitespace Column profile  Query Settings Column quality

Layout Data Preview Columns Parameters Advanced Dependencies

Queries [2]    = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

Orders	A ^B C Product ID	A ^B C Category	A ^B C Sub-Category	A ^B C Product Name	1.2 Sal
	Valid 100% Error 0% Empty 0%	Valid 100% Error 0% Empty 0%			
	1862 distinct, 91 unique	3 distinct, 0 unique	17 distinct, 0 unique	1850 distinct, 91 unique	5825 d
1134	OFF-ST-10003479	Office Supplies	Storage	Eldon Base for stackable storage shelf, platinum	
1135	OFF-LA-10000973	Office Supplies	Labels	Avery 502	
1136	OFF-ST-10001476	Office Supplies	Labels	Small Business Labels / Address Labels	

Column statistics ... Value distribution ...

Count	9994
Error	0
Empty	0
Distinct	3
Unique	0
Empty string	0
Min	Furniture
Max	Technol..

Office Supplies 
Furniture 
Technology 

Query Settings 

◀ PROPERTIES
Name Orders All Properties

◀ APPLIED STEPS
Source  Navigation  Promoted Headers   Changed Type

Formula Bar Monospaced Column distribution  Always allow  Advanced Editor  Query Dependencies

Show whitespace Column profile  Go to Column  Columns  Parameters  Advanced  Dependencies

Layout Data Preview

Queries [2]    = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

Orders	A ^B C Product ID	A ^B C Category	A ^B C Sub-Category	A ^B C Product Name	1.2 Sal
	Valid 100% Error 0% Empty 0%	Valid 100% Error 0% Empty 0%			
	1862 distinct, 91 unique	3 distinct, 0 unique	17 distinct, 0 unique	1850 distinct, 91 unique	5825 d
1134	OFF-ST-10003479	Office Supplies	Storage	Eldon Base for stackable storage shelf, platinum	
1135	OFF-LA-10000973	Office Supplies	Labels	Avery 502	
1136	OFF-ST-10001476	Office Supplies	Labels	Small Document Labels / Address Labels	

Column statistics ... Value distribution

Count	Binders
Error	Paper
Empty	Furnishings
Distinct	Phones
Unique	Storage
Empty string	Art
Min	Accessories
Max	Chairs

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Formula Bar Monospaced Column distribution
 Show whitespace Column profile Always allow

Go to Column Advanced Editor Query Dependencies
 Column quality Parameters Advanced Dependencies

Layout Data Preview

Queries [2]

Orders

	Product Name	1.2 Sales	1 ² 3 Quantity	1.2 Discount
100%	Valid	100%	Valid	100%
0%	Error	0%	Error	0%
0%	Empty	0%	Empty	0%
	1850 distinct, 91 unique	5825 distinct, 3839 unique	14 distinct, 0 unique	12 distinct, 0 unique
1134	Eldon Base for stackable storage shelf, platinum	124.608	4	1
1135	Avery 502	7.56	3	1
1136

Column statistics

Count	9994
Error	0
Empty	0
Distinct	1850
Unique	91
Empty string	0
Min	"While y...
Max	netTALK...

Value distribution

Value	Count
Staple envelope	~15%
Easy-staple paper	~12%
Staples	~10%
Avery Non-Stick Binders	~8%
Staples in misc. colors	~7%
KI Adjustable-Height Table	~6%
Staple remover	~5%
Storex Dura Pro Binders	~4%
Staple-based wall hangings	~3%
Logitech 910-002974 M325 Wireles...	~2%
Situations Contoured Folding Cha...	~1%

Query Settings

PROPERTIES

Name: Orders

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type

21 COLUMNS, 999+ ROWS Column profiling based on entire data set

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Formula Bar Monospaced Column distribution Always allow Advanced Editor Query Dependencies

Show whitespace Column profile Column quality

Layout Data Preview Columns Parameters Advanced Dependencies

Queries [2] = Table.TransformColumnTypes(#"Promoted Headers", {"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

Orders

	A Product Name	B Sales	C Quantity	D Discount
100%	1850 distinct, 91 unique	100%	100%	100%
0%	Valid	Error	Valid	Valid
0%	Error	Empty	Error	Error
0%	Empty	Valid	Empty	Empty
1134	Eldon Base for stackable storage shelf, platinum	124.608	4	12
1135	Avery 502	7.56	3	12
1136

Column statistics

Count	5825
Error	0
Empty	0
Distinct	5825
Unique	3839
NaN	0
Zero	0
Min	0.444
Max	22638.48
Average	229.858...
Standard deviation	623.245...

Value distribution

Query Settings

PROPERTIES

Name: Orders
All Properties

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type**

Query Settings

Formula Bar Monospaced Column distribution Always allow

Show whitespace Column profile Go to Column

Column quality Advanced Editor Query Dependencies

Layout

Queries [2]

Orders

```
= Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date", type date}, {"Customer ID", type number}, {"Customer Name", type string}, {"Address", type string}, {"City", type string}, {"State", type string}, {"Postal Code", type string}, {"Country", type string}, {"Sales", type number}, {"Quantity", type number}, {"Discount", type number}, {"Profit", type number}})
```

	1.2 Sales	1.2 Quantity	1.2 Discount	1.2 Profit
100%	Valid	100%	Valid	100%
0%	Error	0%	Error	0%
0%	Empty	0%	Empty	0%
5825 distinct, 3839 unique	14 distinct, 0 unique	12 distinct, 0 unique	7287 distinct, 5670 unique	
1134 orange shelf, platinum	124.608	4	0.2	-23.364
1135	7.56	3	0.2	2.646
1136	85.224	2	0.2	7.571

Column statistics

EMPTY	
Distinct	14
Unique	0
Nan	0
Zero	0
Min	1
Max	14
Average	3.78957...
Standard deviation	2.22510...
Even	4531
Odd	5463

Value distribution

Query Settings

PROPERTIES

Name: Orders

All Properties

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type

Formula Bar Monospaced Column distribution Always allow

Show whitespace Column profile Column quality

Layout Data Preview Columns Parameters Advanced Dependencies Dependencies

Queries [2] = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

Orders

	1.2 Sales	1.2 Quantity	1.2 Discount	1.2 Profit
100%	Valid: 5825 distinct, 3839 unique	Valid: 14 distinct, 0 unique	Valid: 12 distinct, 0 unique	Valid: 7287 distinct, 5670 unique
0%	Error: 0	Error: 0	Error: 0	Error: 0
0%	Empty: 1134	Empty: 124.608	Empty: 4	Empty: -23.364
1134	page shelf, platinum	7.56	0.2	2.646
1135			3	
1136			0.2	0.2

Column statistics

Count	4798
Error	0
Empty	0
Distinct	12
Unique	0
Nan	0
Zero	4798
Min	0
Max	0.8
Average	0.15620...
Standard deviation	0.20645...

Value distribution

Query Settings

PROPERTIES

Name: Orders

All Properties

APPLIED STEPS

- Source
- Navigation
- Promoted Headers
- Changed Type

Formula Bar Monospaced Column distribution  Always allow  Advanced Editor  Query Dependencies

Show whitespace Column profile Column quality  Query Settings

Layout Data Preview Columns Parameters Advanced Dependencies

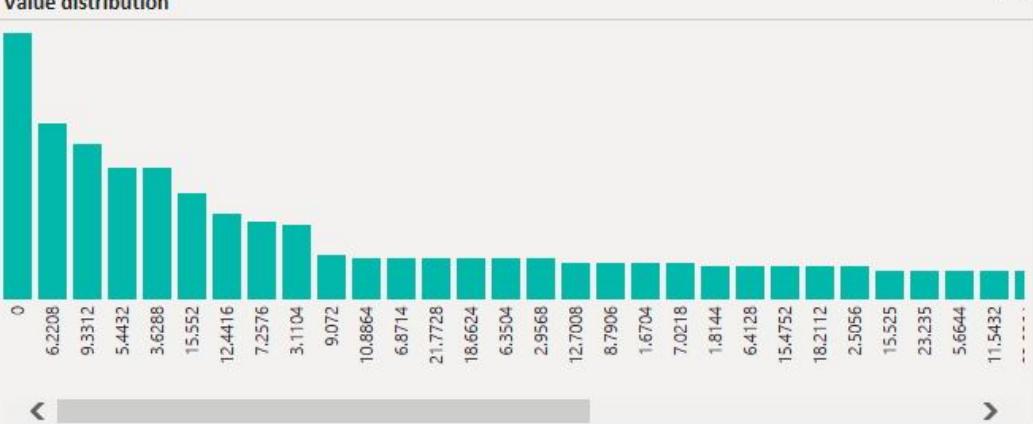
Queries [2]    = Table.TransformColumnTypes(#"Promoted Headers",{{"Row ID", Int64.Type}, {"Order ID", type text}, {"Order Date",

	1.2 Sales	1.2 Quantity	1.2 Discount	1.2 Profit
100%	Valid: 100% Error: 0% Empty: 0%			
0%				
0%				
5825 distinct, 3839 unique	14 distinct, 0 unique	12 distinct, 0 unique	7287 distinct, 5670 unique	
1134 orange shelf, platinum	124.608	4	0.2	-23.364
1135	7.56	3	0.2	2.646
1136	0.00	2	0.2	0.2

Column statistics ...

Error	0
Empty	0
Distinct	7287
Unique	5670
NaN	0
Zero	65
Min	-6599.978
Max	8399.976
Average	28.6568...
Standard deviation	234.260...

Value distribution ...



Query Settings

Properties Name: Orders All Properties

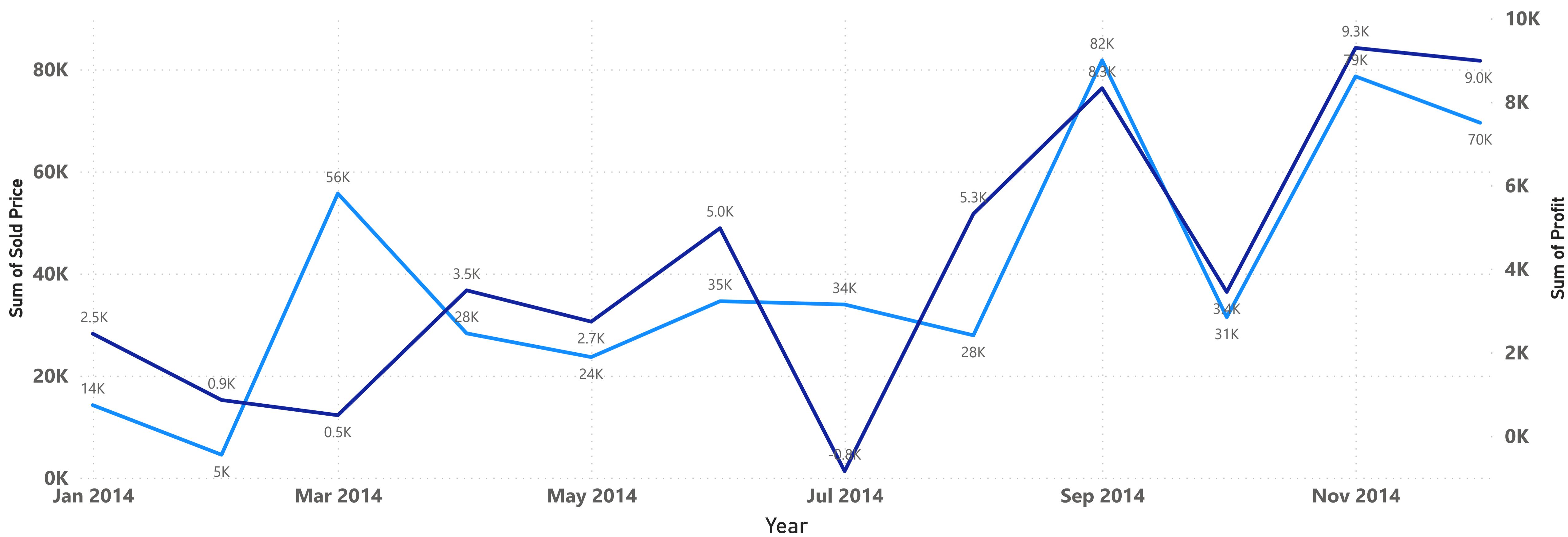
Applied Steps Source Navigation Promoted Headers Changed Type

Trends in 2014

Trend2014

Sum of Sold Price and Sum of Profit by Year and Month

● Sum of Sold Price ● Sum of Profit

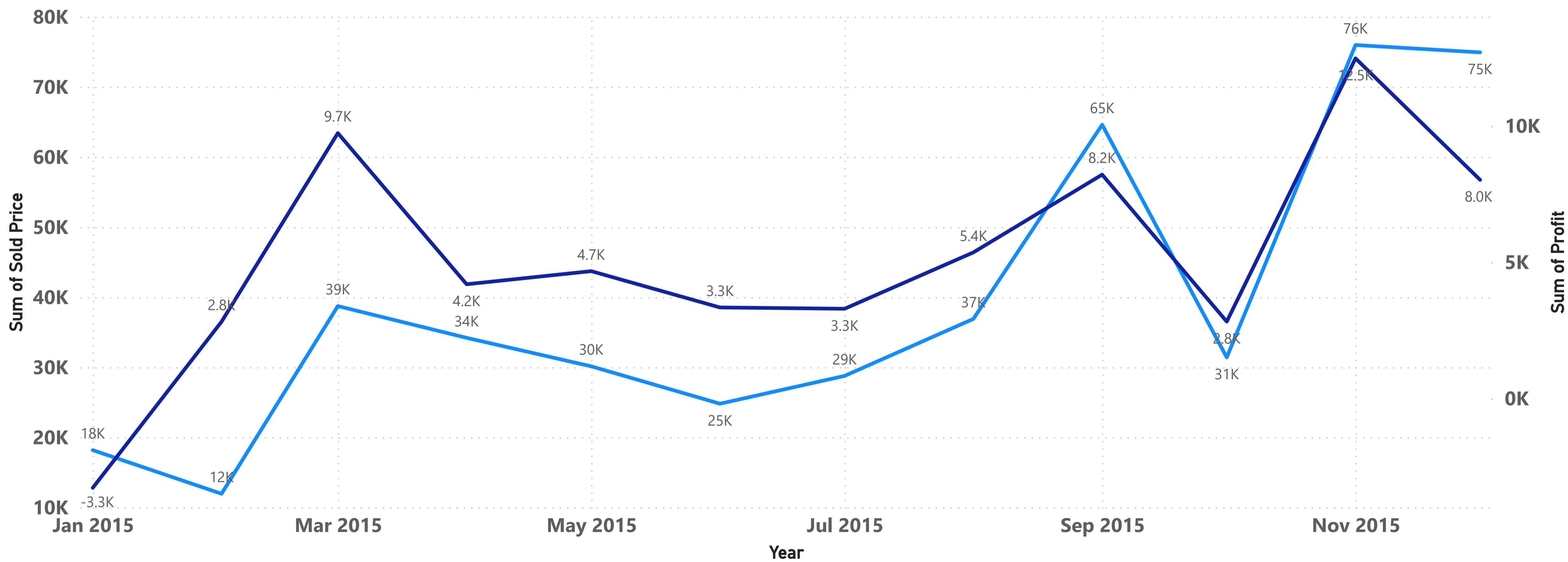


Trends in 2015

Trends2015

Sum of Sold Price and Sum of Profit by Year and Month

● Sum of Sold Price ● Sum of Profit

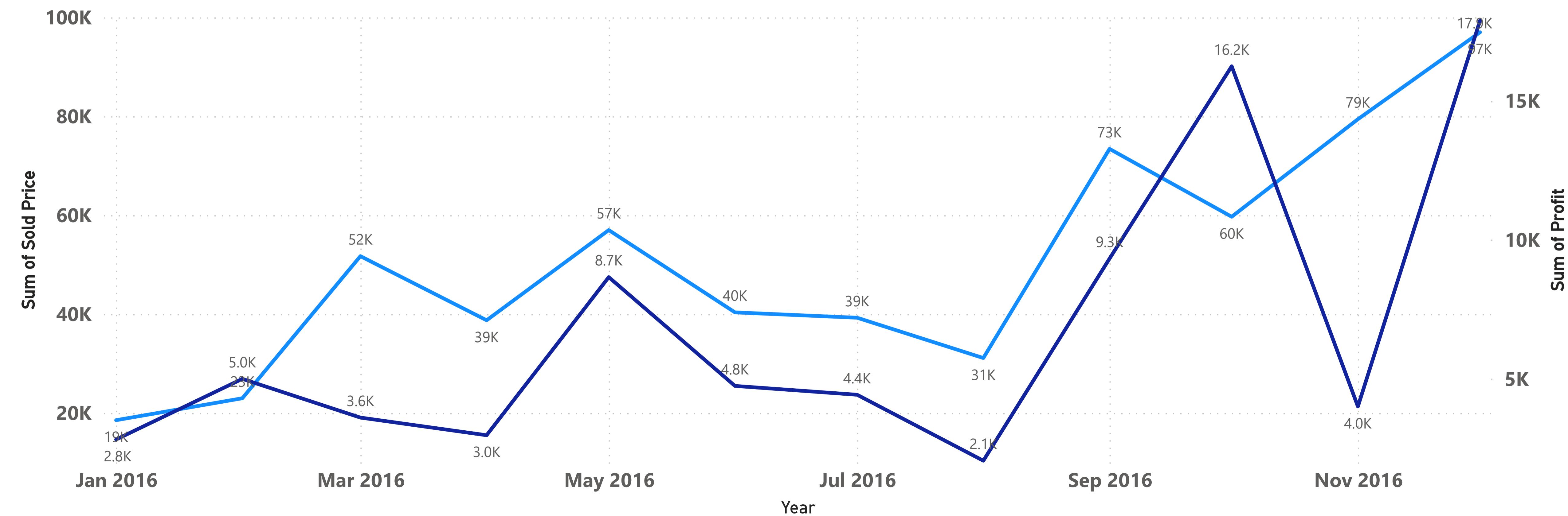


Trends in 2016

Trends2016

Sum of Sold Price and Sum of Profit by Year and Month

● Sum of Sold Price ● Sum of Profit

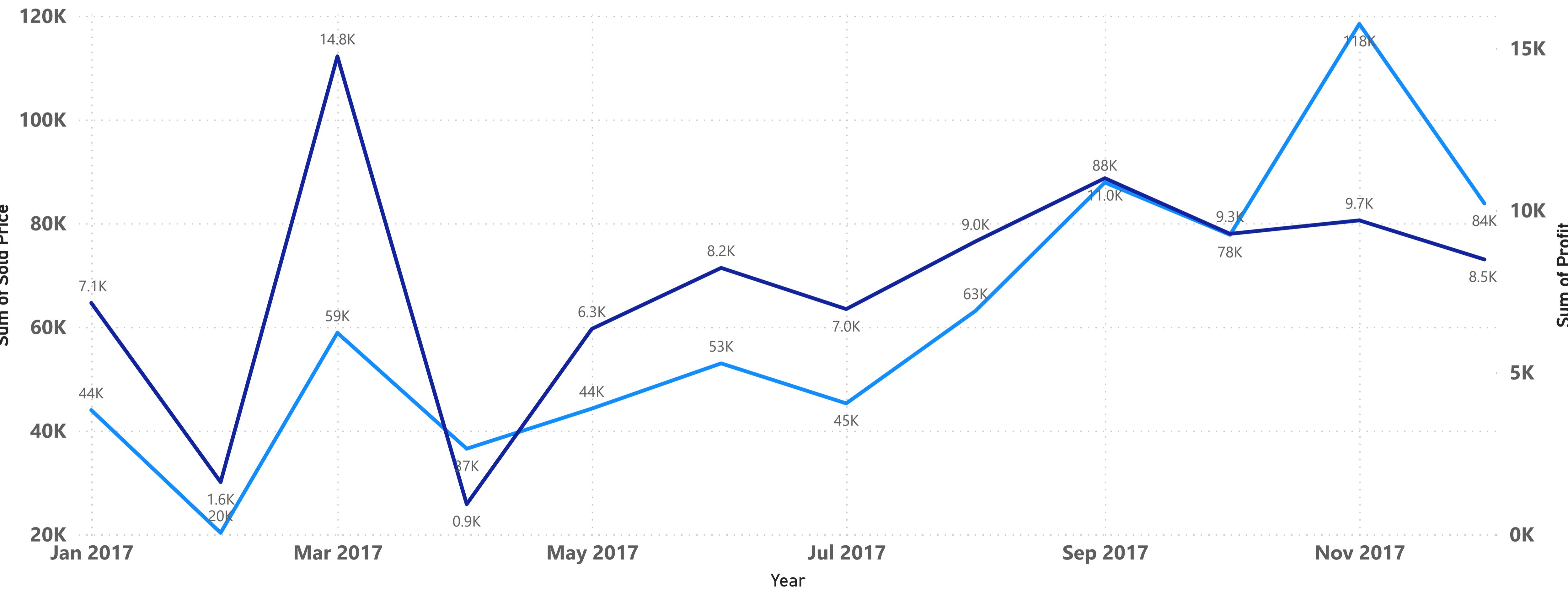


Trends in 2017

Trend2017

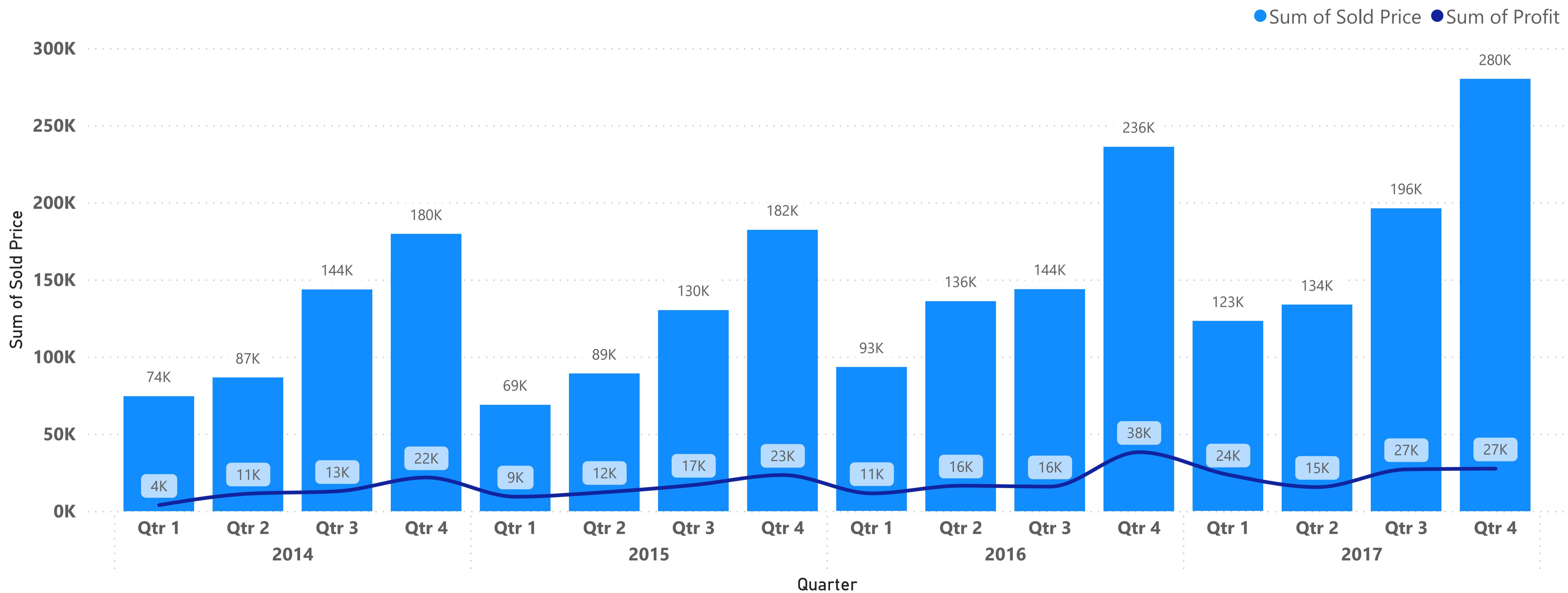
Sum of Sold Price and Sum of Profit by Year and Month

● Sum of Sold Price ● Sum of Profit



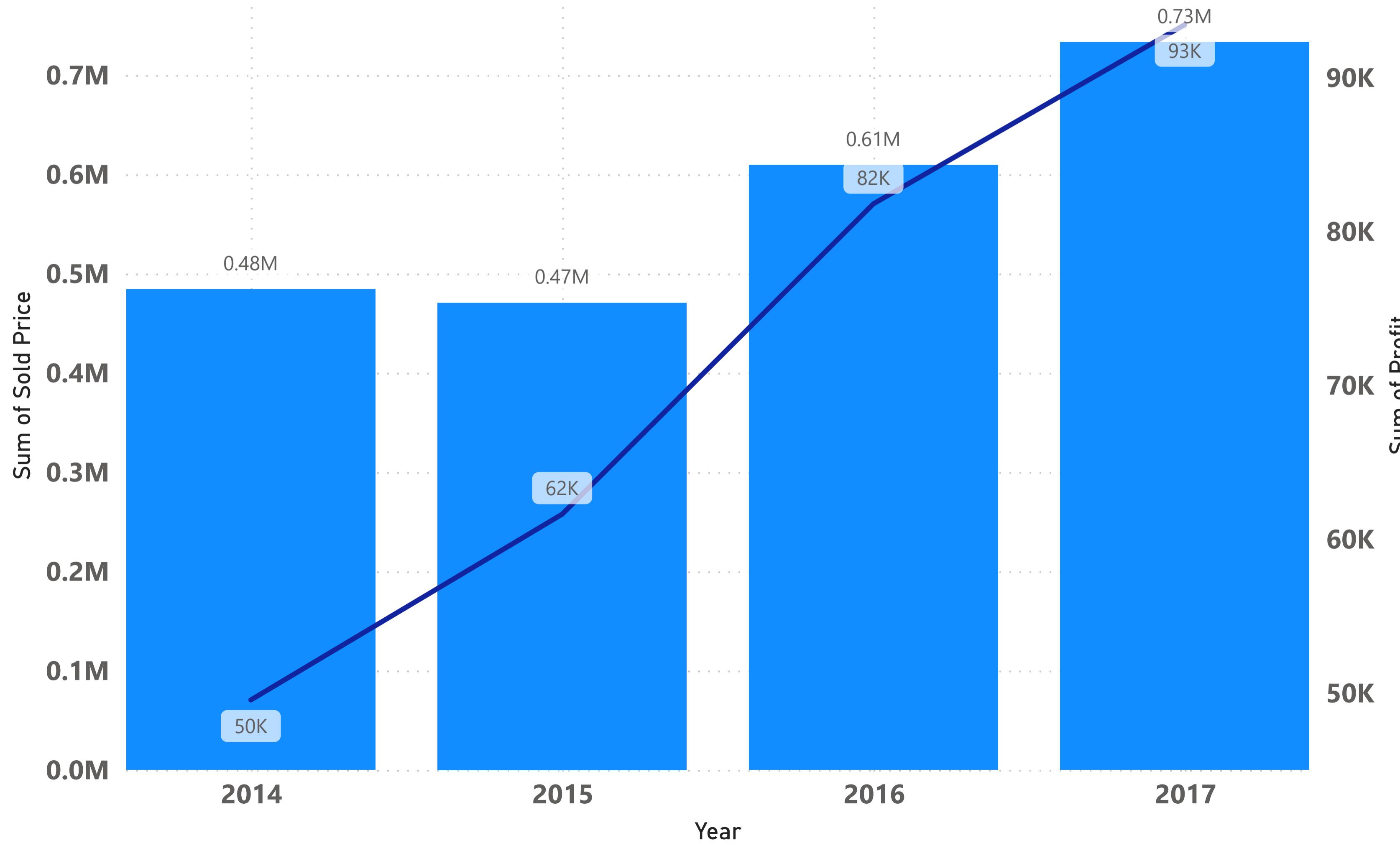
Sold Price & Profit by Quarter

Sum of Sold Price and Sum of Profit by Year and Quarter

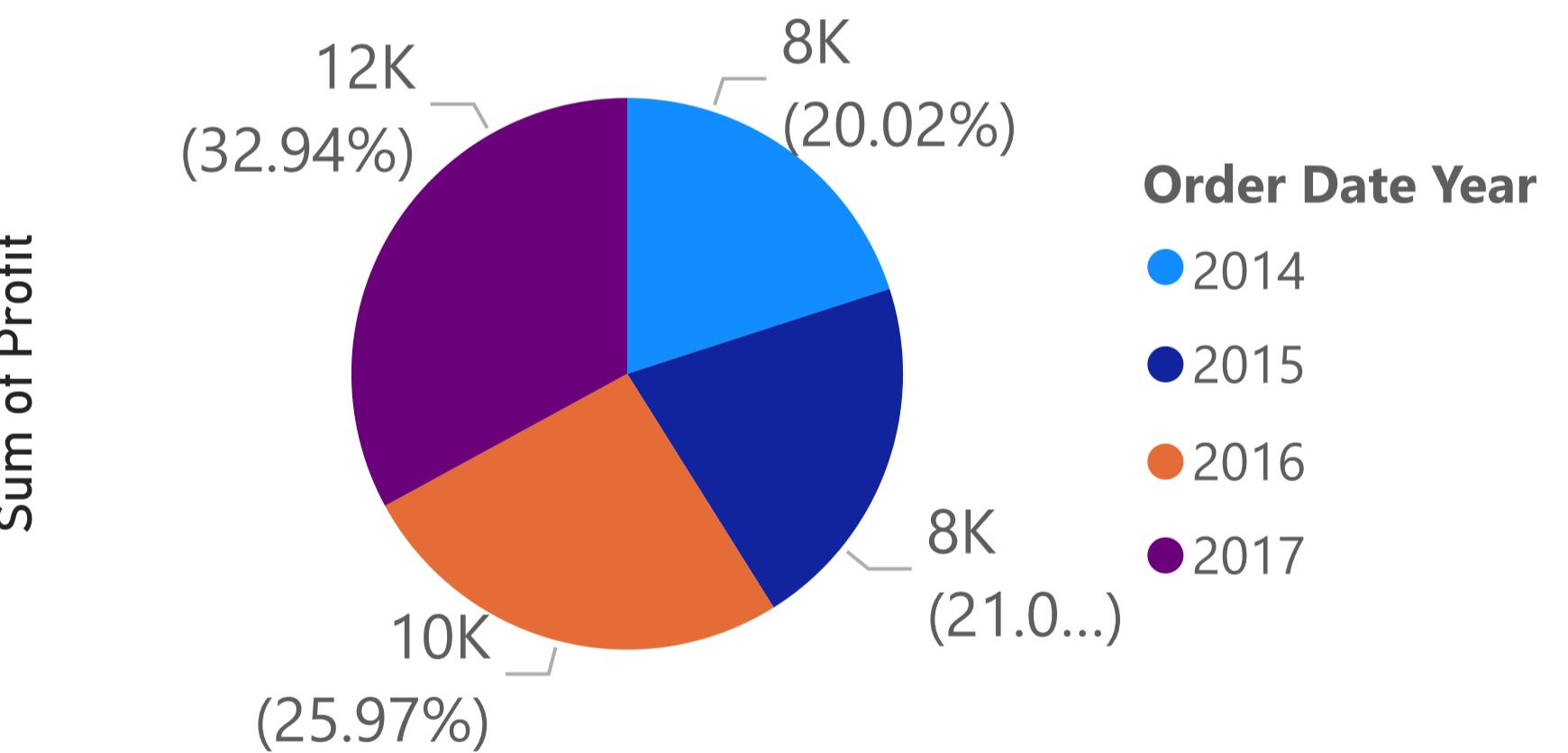


Sum of Sold Price and Sum of Profit by Year

● Sum of Sold Price ● Sum of Profit

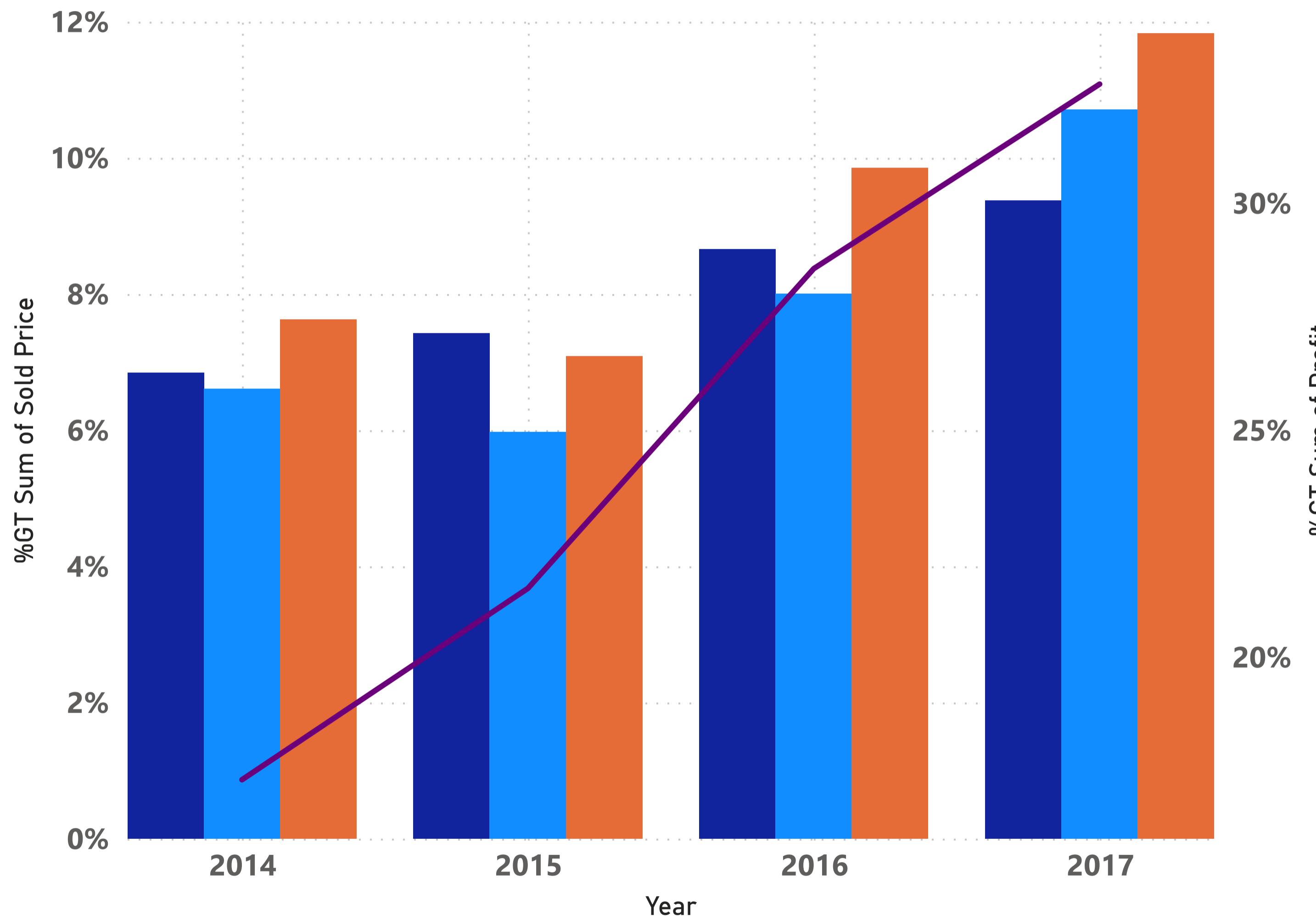


Sum of Quantity by Year

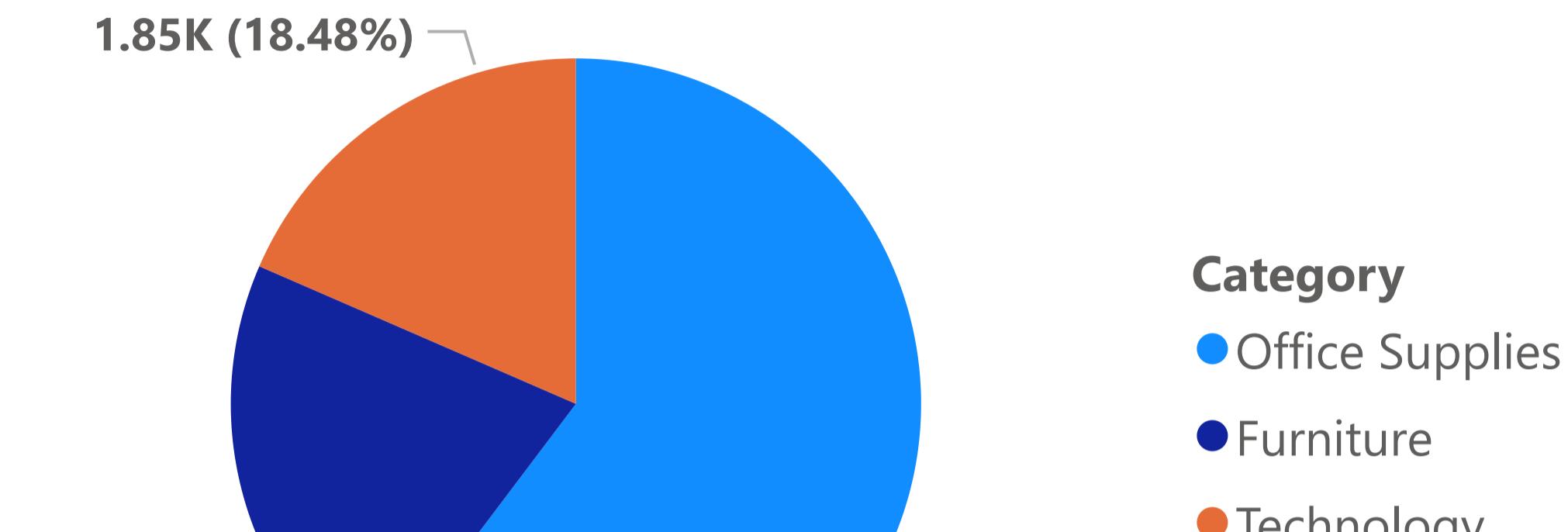


%GT Sum of Sold Price and %GT Sum of Profit by Year and Category

Category ● Furniture ● Office Supplies ● Technology ● %GT Sum of Profit

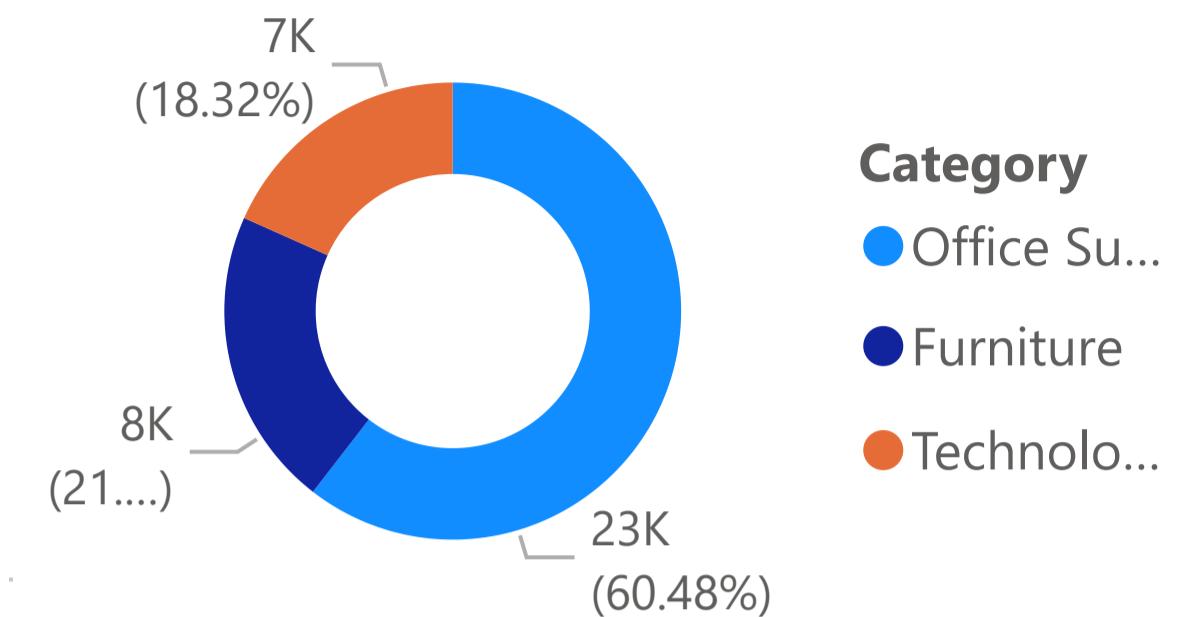


Count of Category by Category



Year	Category	%GT Sum of Profit	%GT Sum of Sold Price
2014	Furniture	1.91%	6.84%
2014	Office Supplies	7.89%	6.61%
2014	Technology	7.50%	7.63%
2015	Furniture	1.05%	7.42%
2015	Office Supplies	8.76%	5.97%
2015	Technology	11.70%	7.09%
2016	Furniture	2.43%	8.66%
2016	Office Supplies	12.24%	8.01%
2016	Technology	13.89%	9.85%
2017	Furniture	1.05%	9.38%
2017	Office Supplies	13.87%	10.71%
2017	Technology	17.70%	11.83%
Total		100.00%	100.00%

Sum of Quantity by Category



Number of Quantities Sold

Sum of Quantity by Year, Quarter and Category

Category ● Furniture ● Office Supplies ● Technology

5K

4K

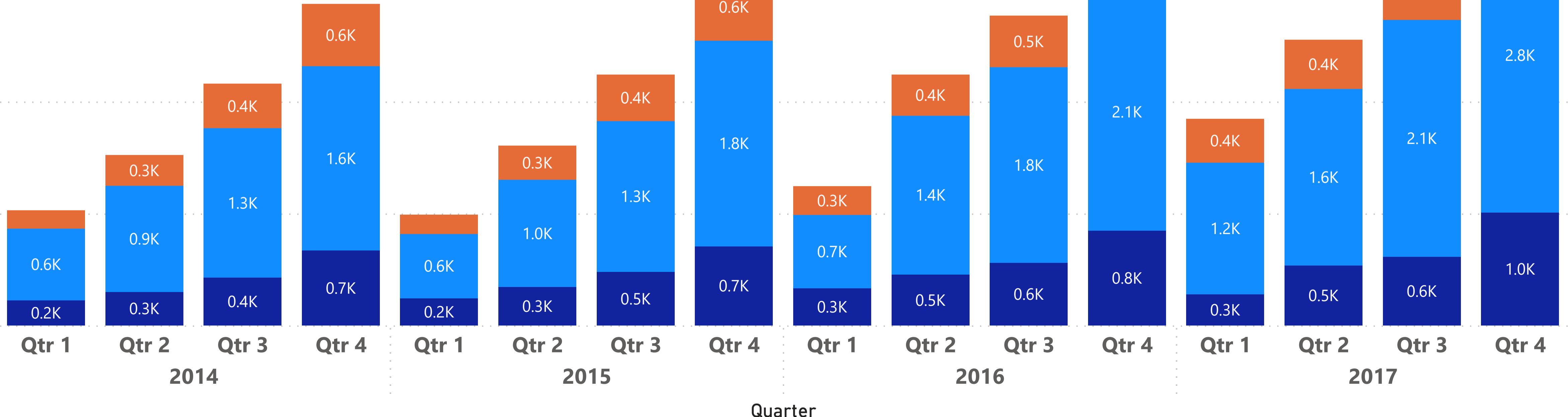
3K

2K

1K

0K

Sum of Quantity



Count of Discount by Category

Count of Discounts

Count of Discount by Year, Quarter and Category

Category ● Furniture ● Office Supplies ● Technology

1,400

1,200

1,000

800

600

400

200

0

Count of Discount

Qtr 1

Qtr 2

Qtr 3

Qtr 4

2014

Qtr 1

Qtr 2

Qtr 3

Qtr 4

2015

Qtr 1

Qtr 2

Qtr 3

Qtr 4

2016

Qtr 1

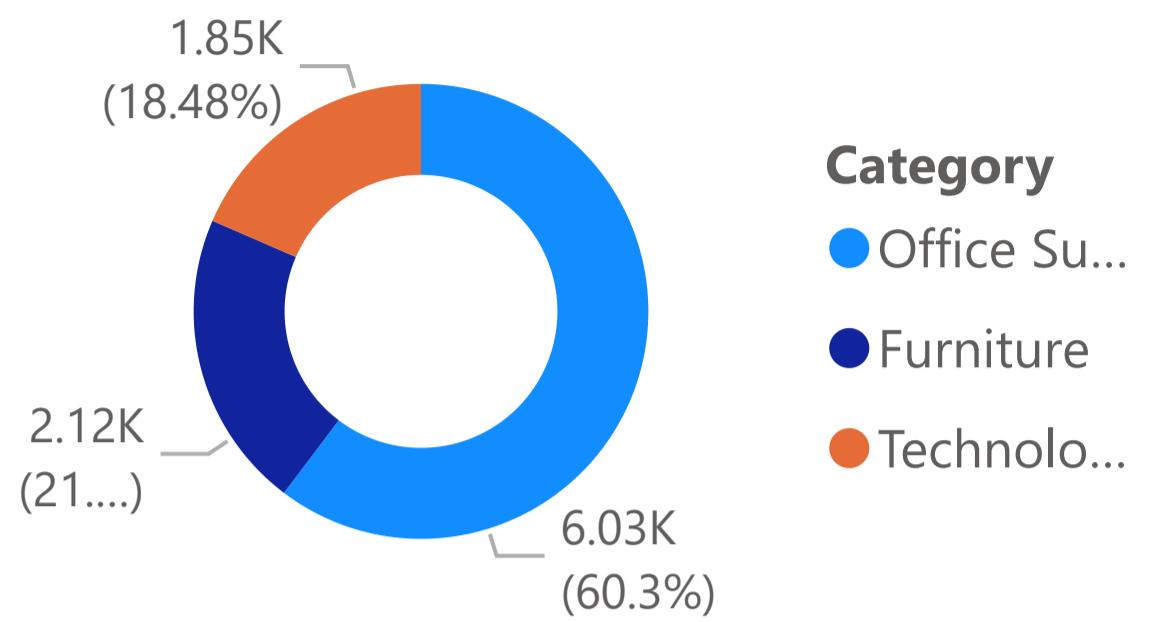
Qtr 2

Qtr 3

Qtr 4

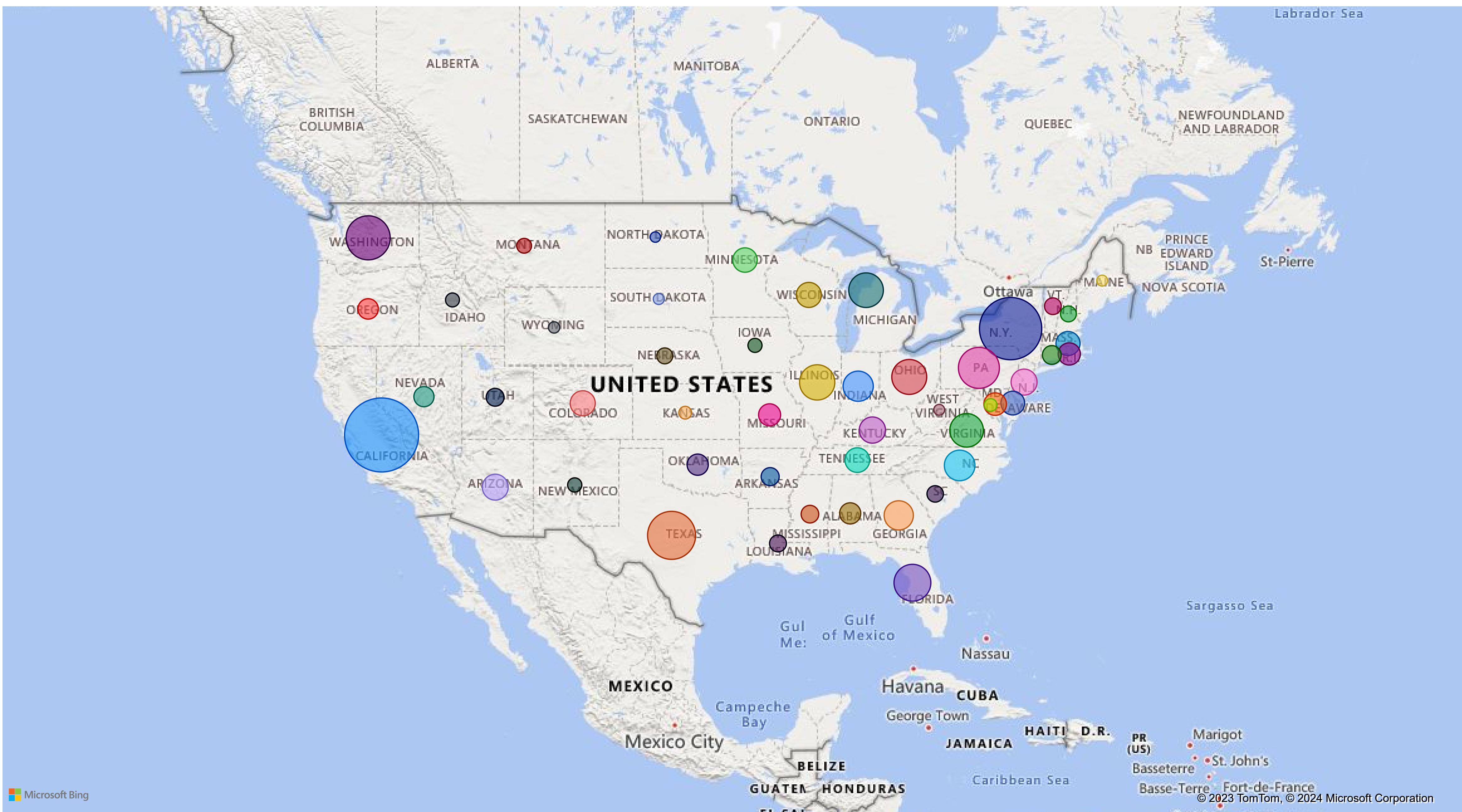
2017

Quarter



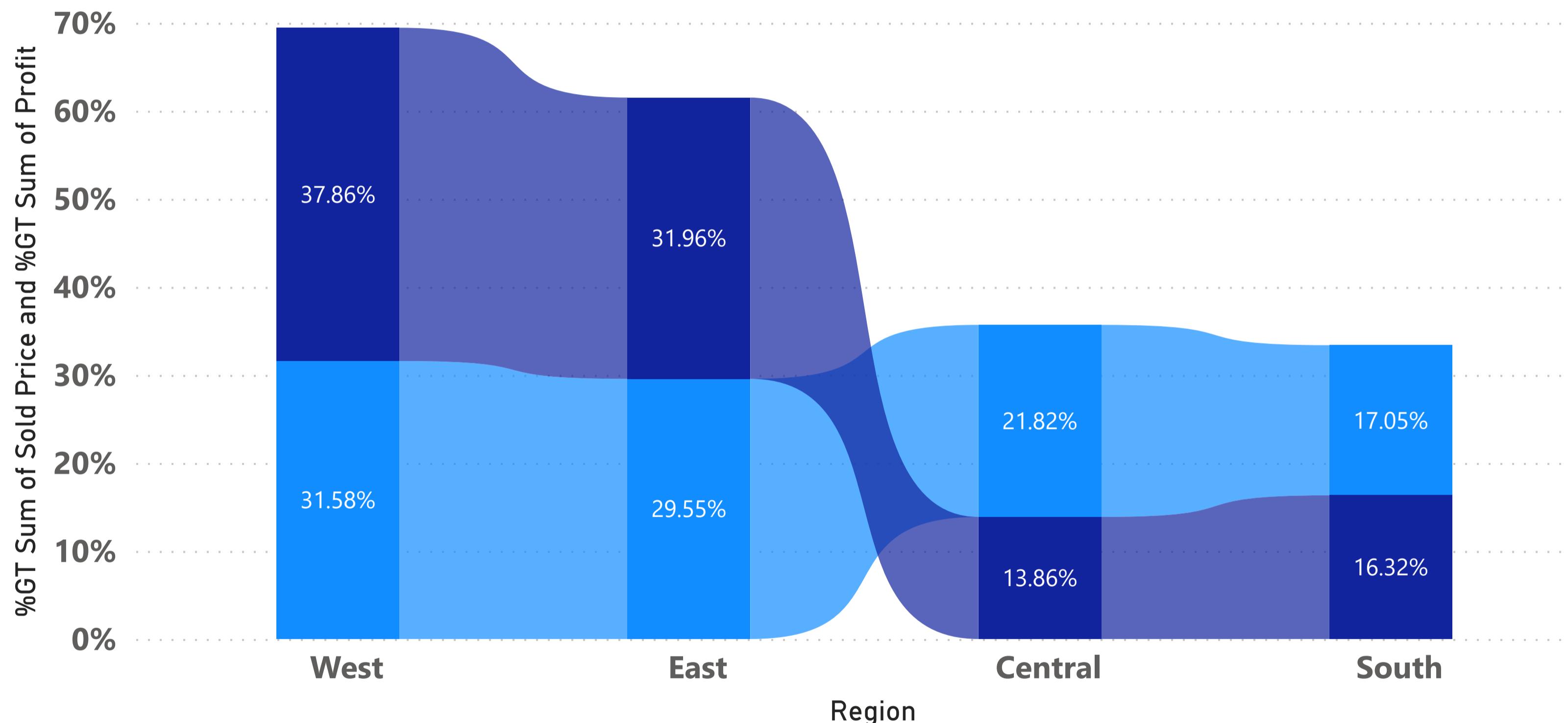
Sum of Sold Price by State and State

State ● California ● New York ● Texas ● Washington ● Pennsylvania ● Florida ● Illinois ● Ohio ● Michigan ● Virginia ● North Carol... ● Indiana ● Georgia ● Kentucky ● New Jersey ● Arizona ▶

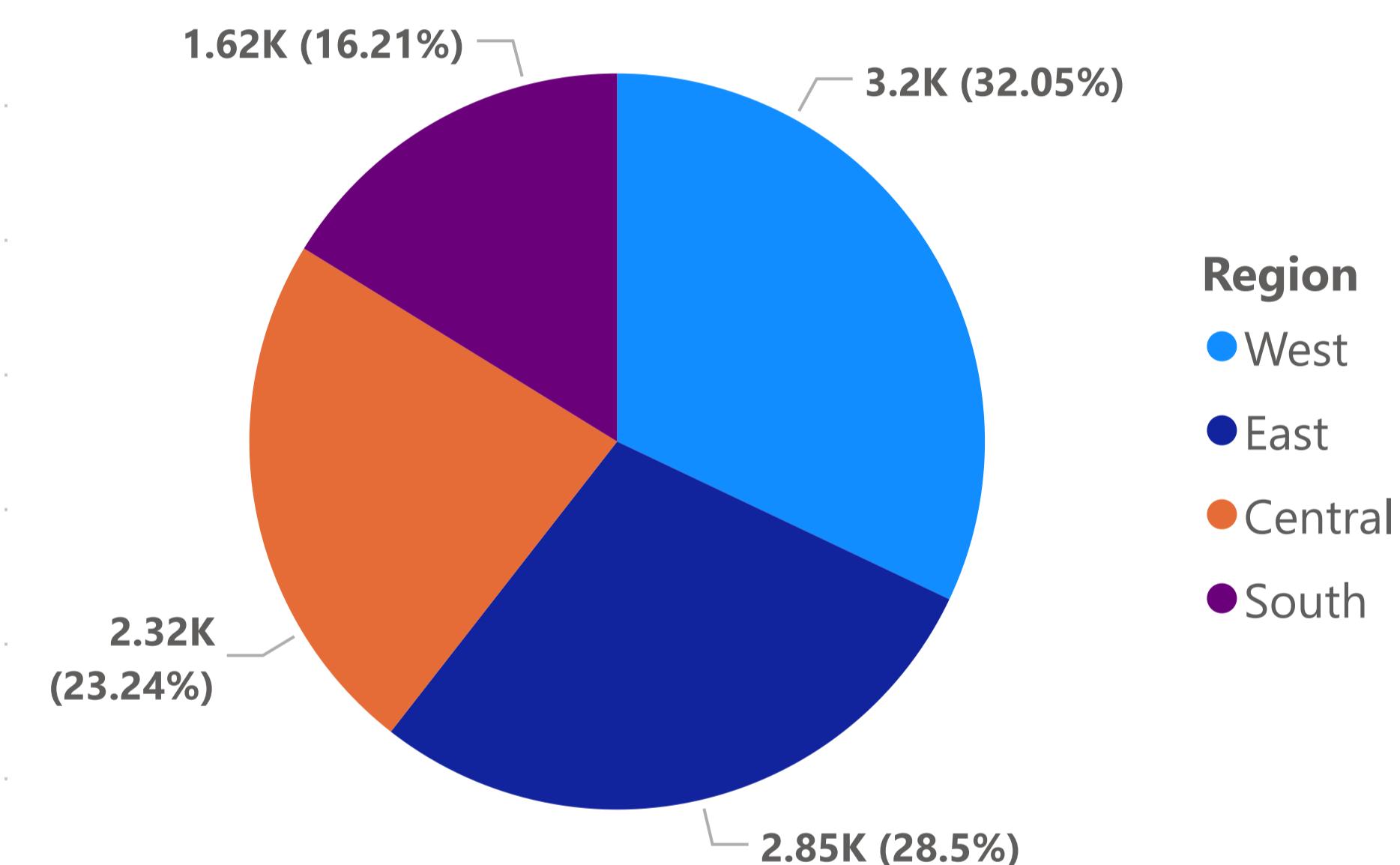


%GT Sum of Sold Price and %GT Sum of Profit by Region

● %GT Sum of Sold Price ● %GT Sum of Profit



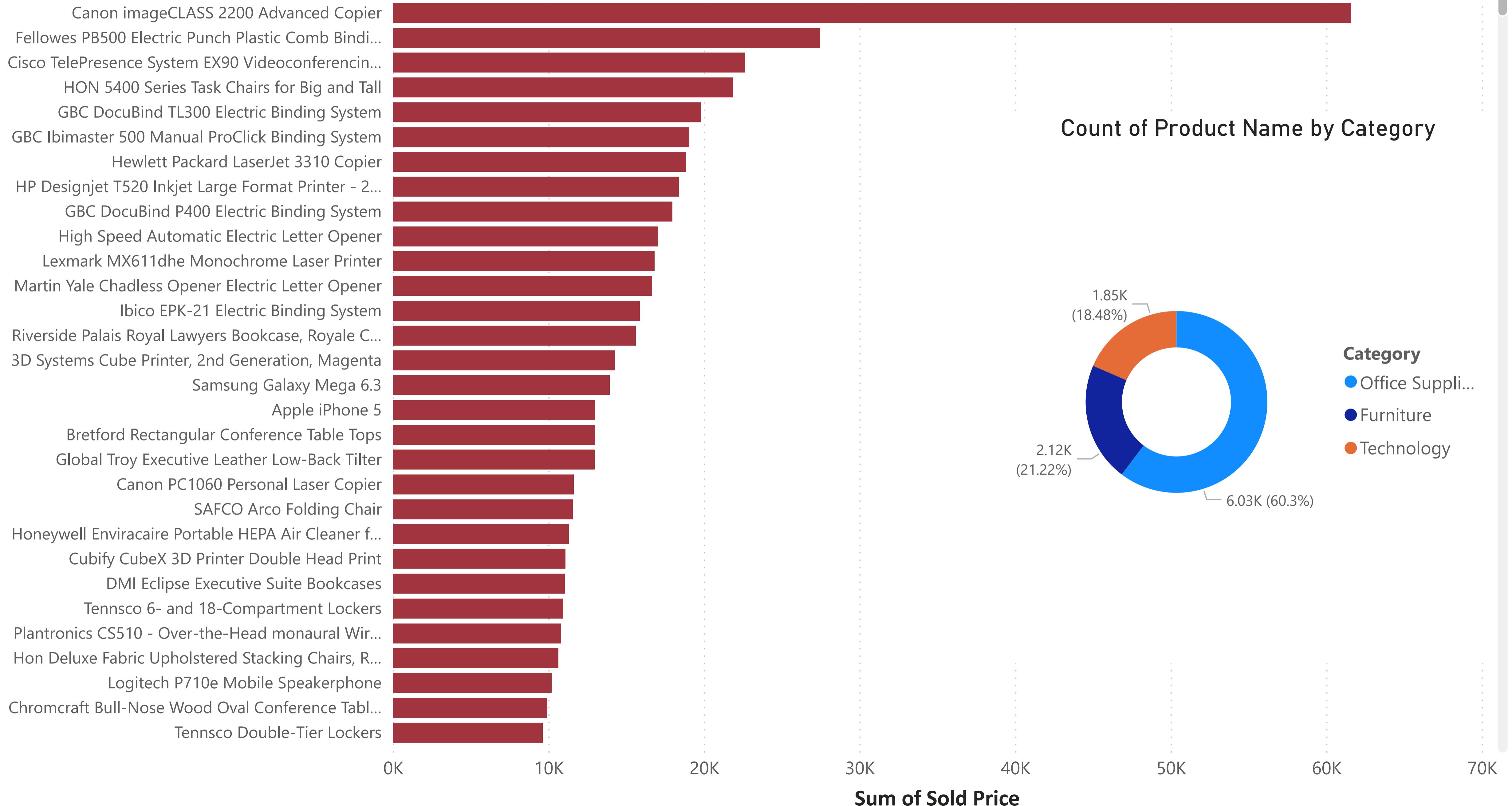
Count of Region by Region



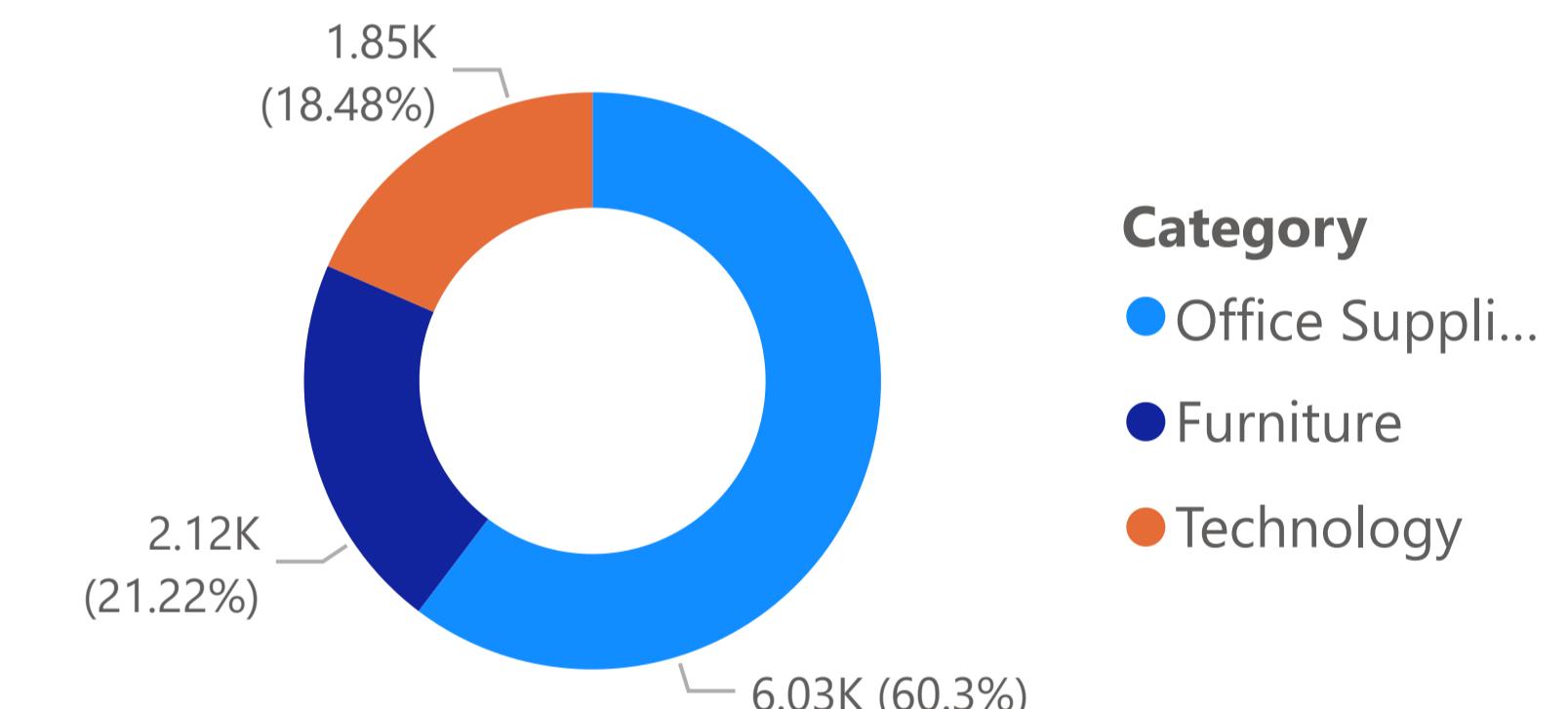
Region
● West
● East
● Central
● South

Sum of Sold Price by Product Name

Product Name

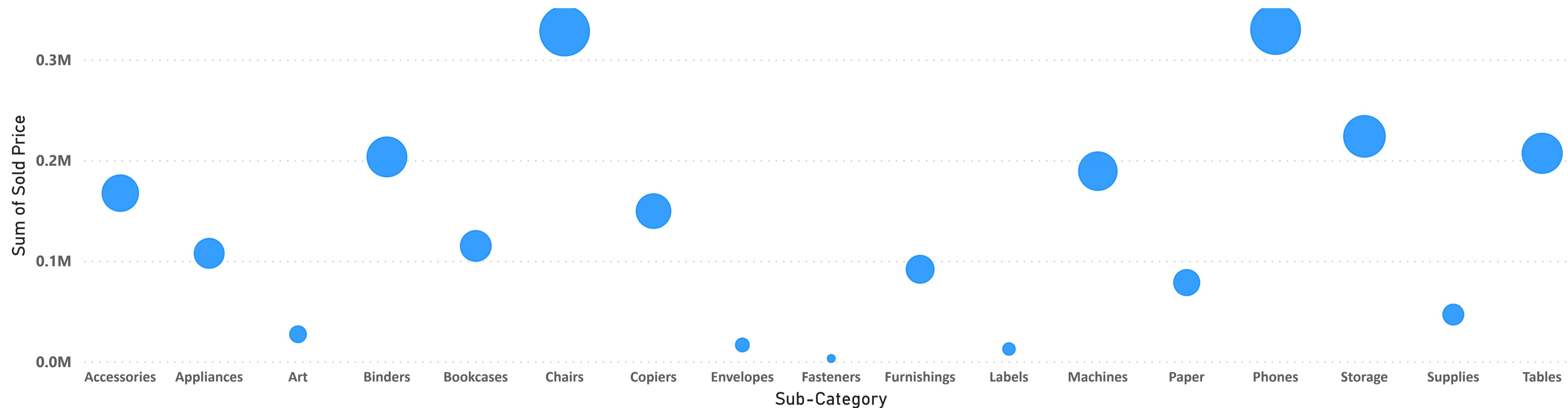


Count of Product Name by Category

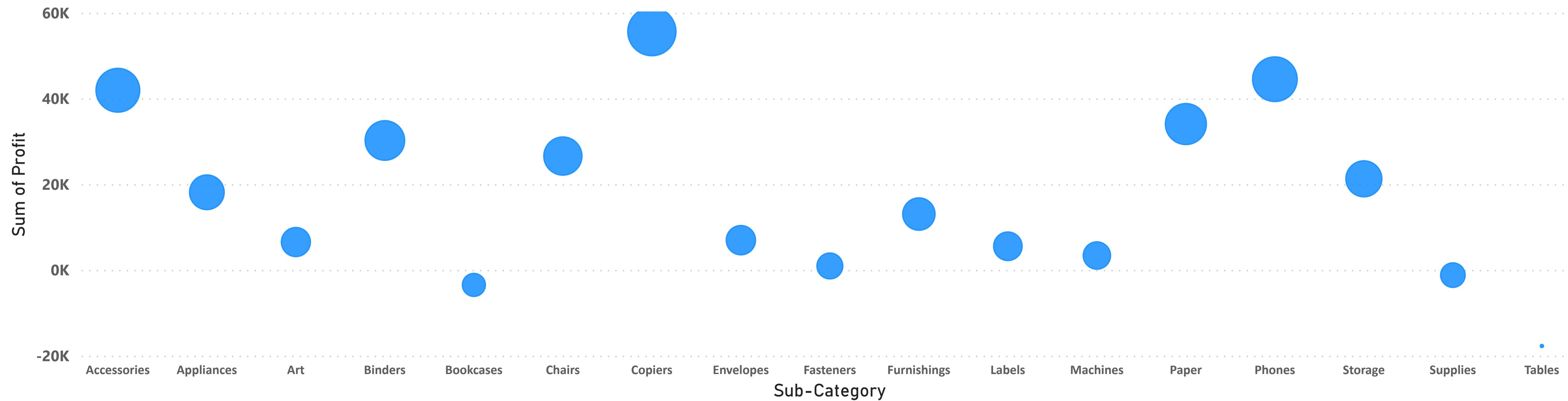


Sum of Sold Price

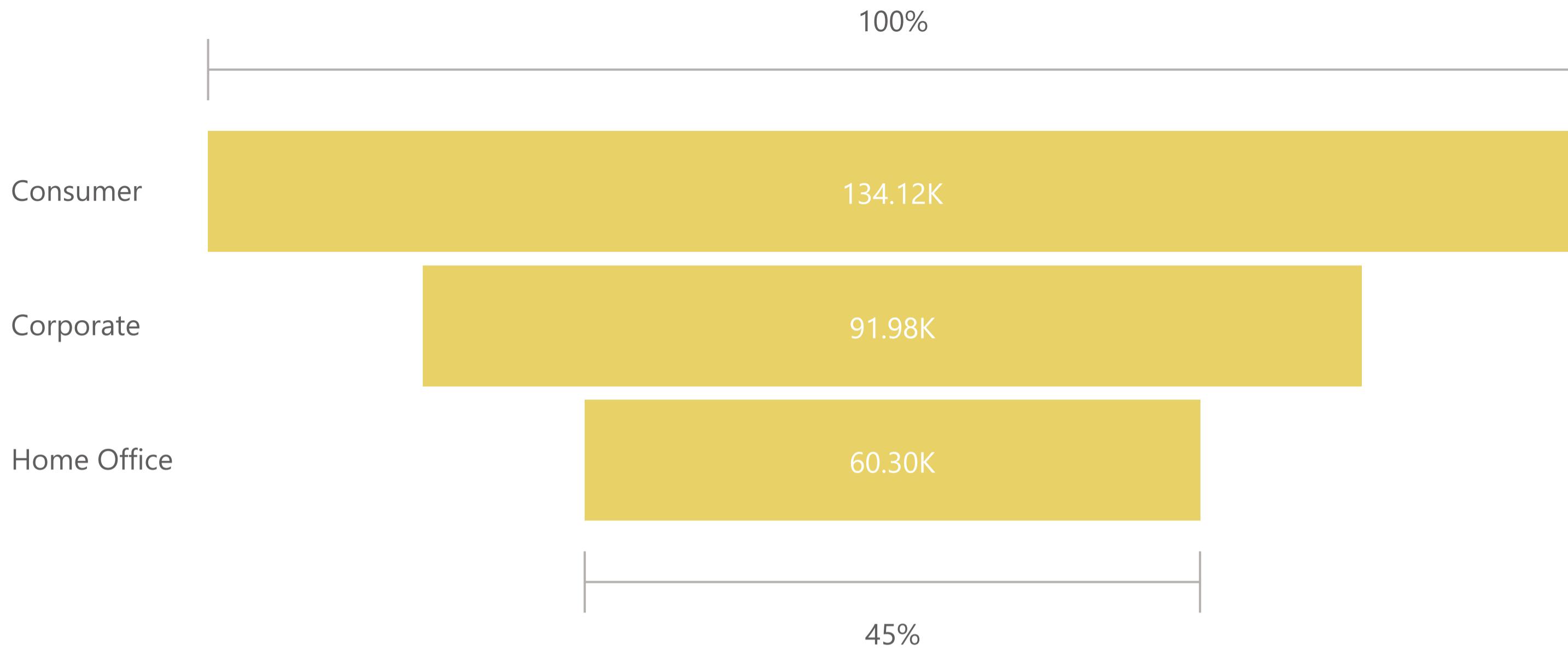
Sum of Sold Price and Sum of Sold Price by Sub-Category



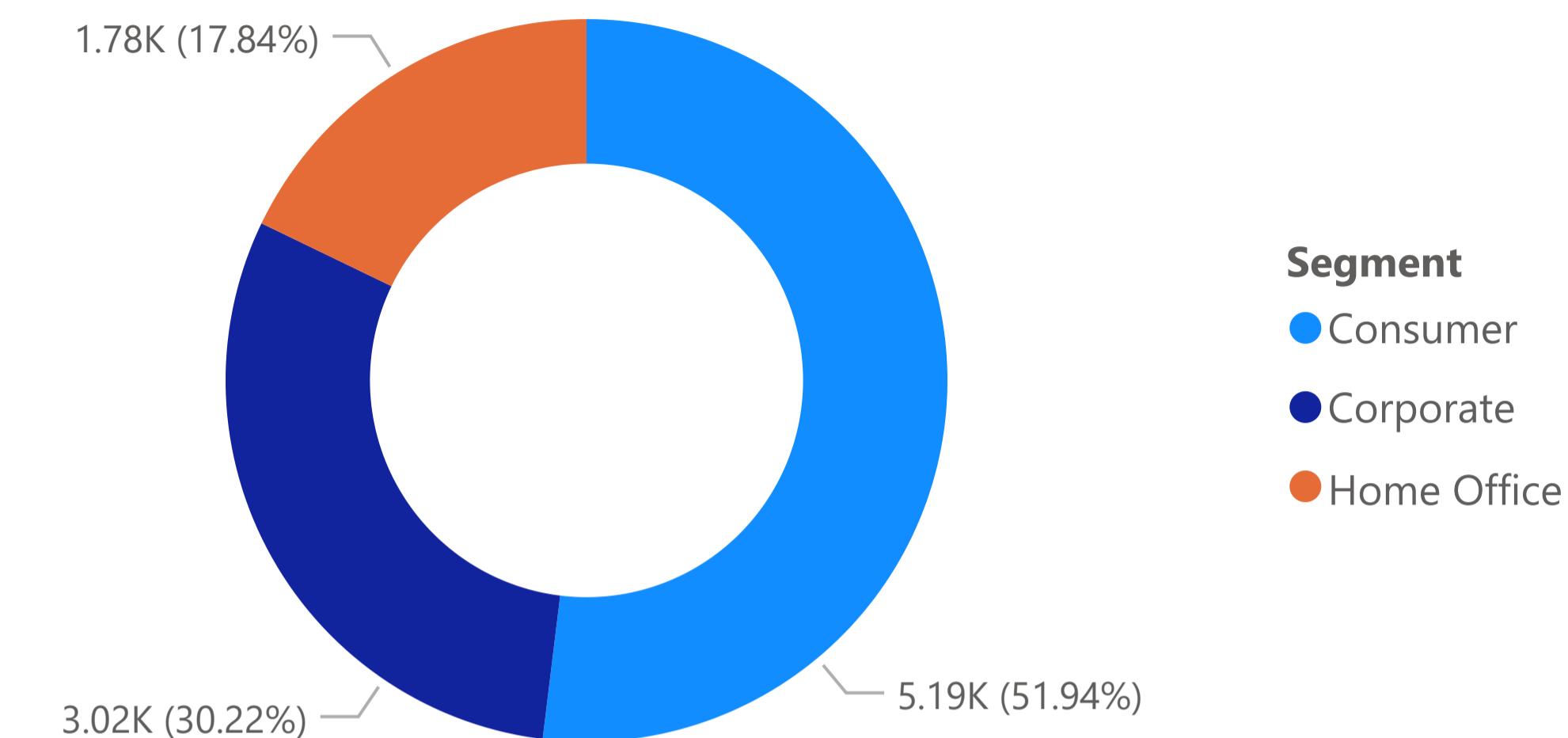
Sum of Profit and Sum of Profit by Sub-Category



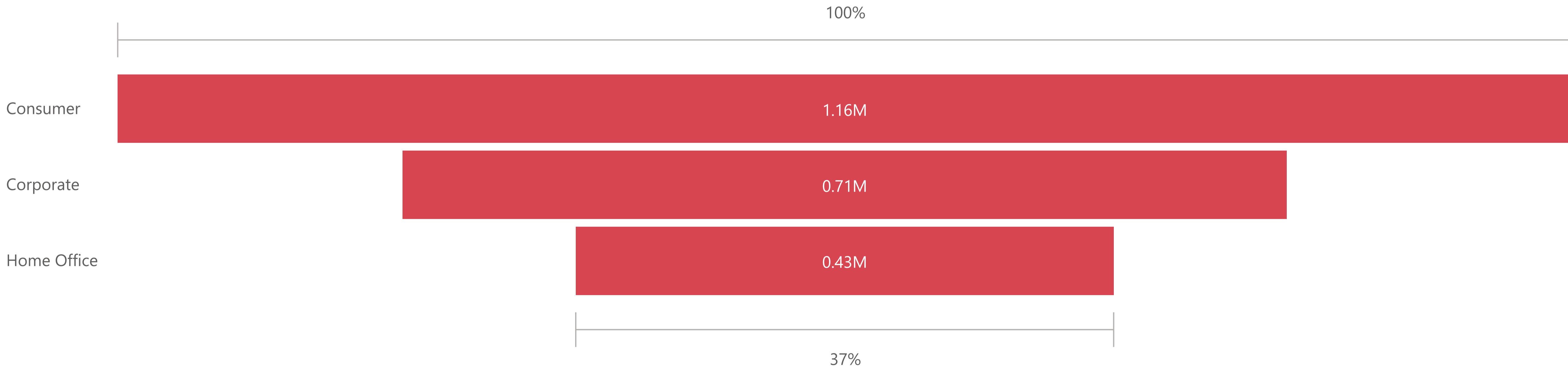
Sum of Profit by Segment



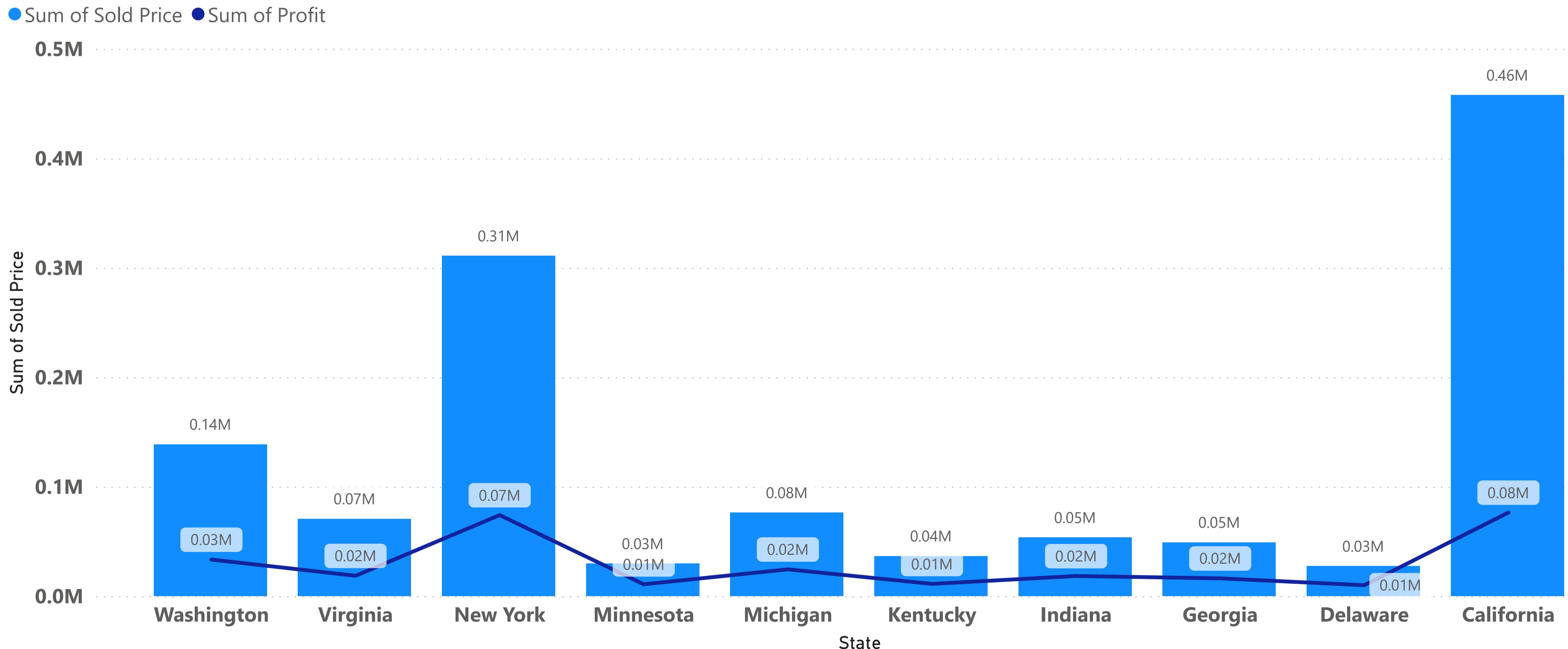
Count of Segment by Segment



Sum of Sold Price by Segment

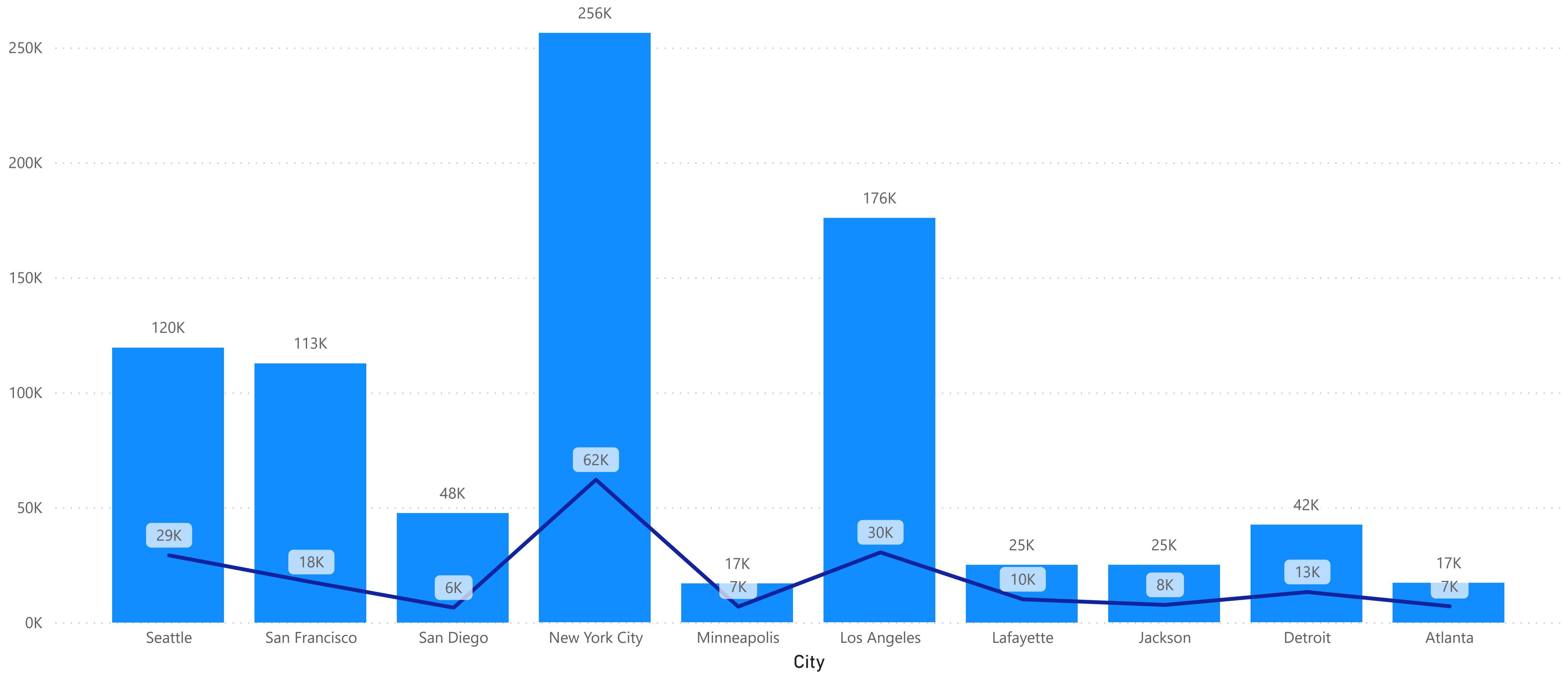


Top 10 States by Profit



Top 10 Cities by Profit

● Sum of Sold Price ● Sum of Profit



Sum of Profit

18.91K

Sum of Sold Price

85.63K

Category

Furniture

Office Supplies

Technology

Region

 Central East South

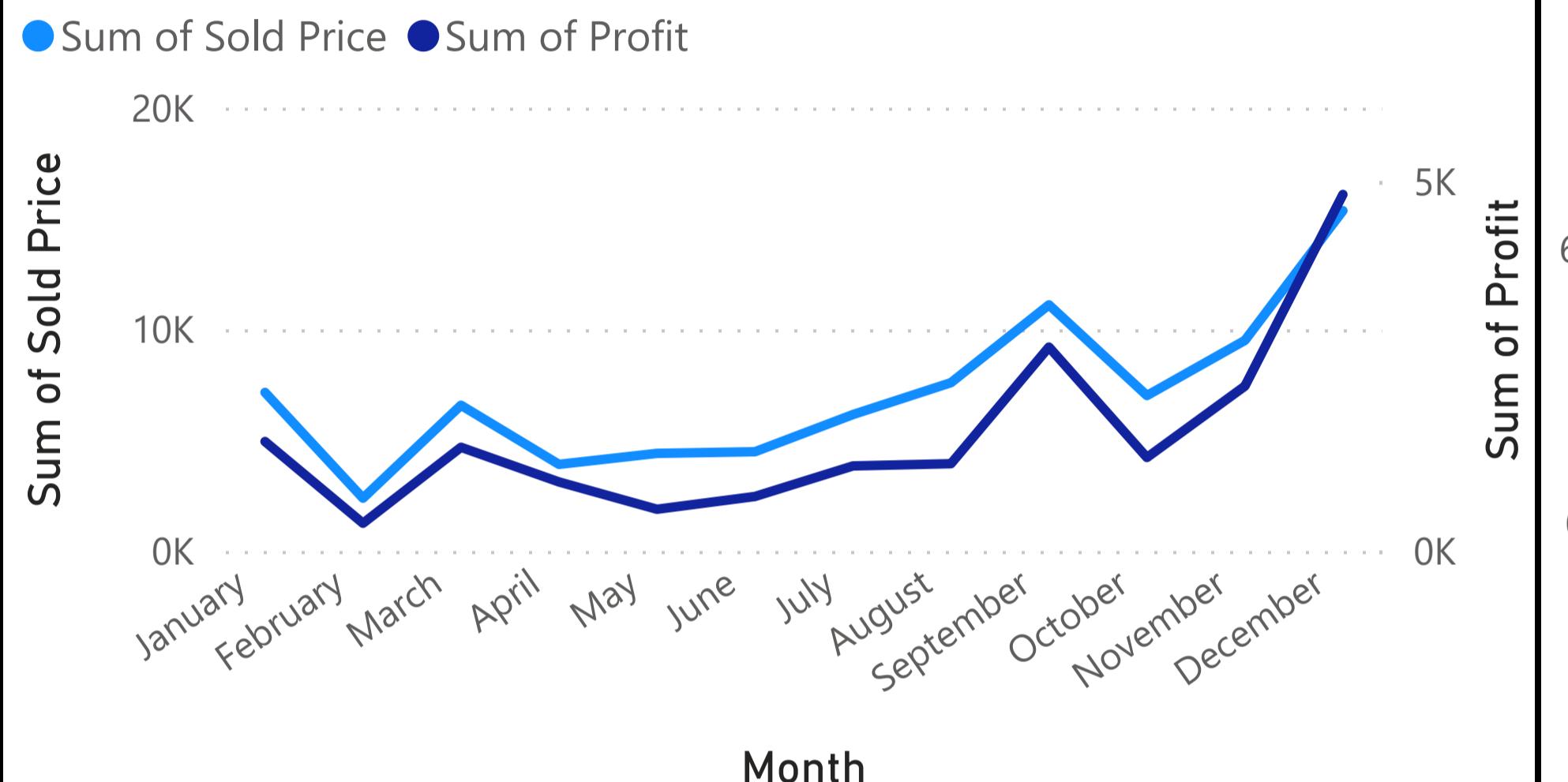
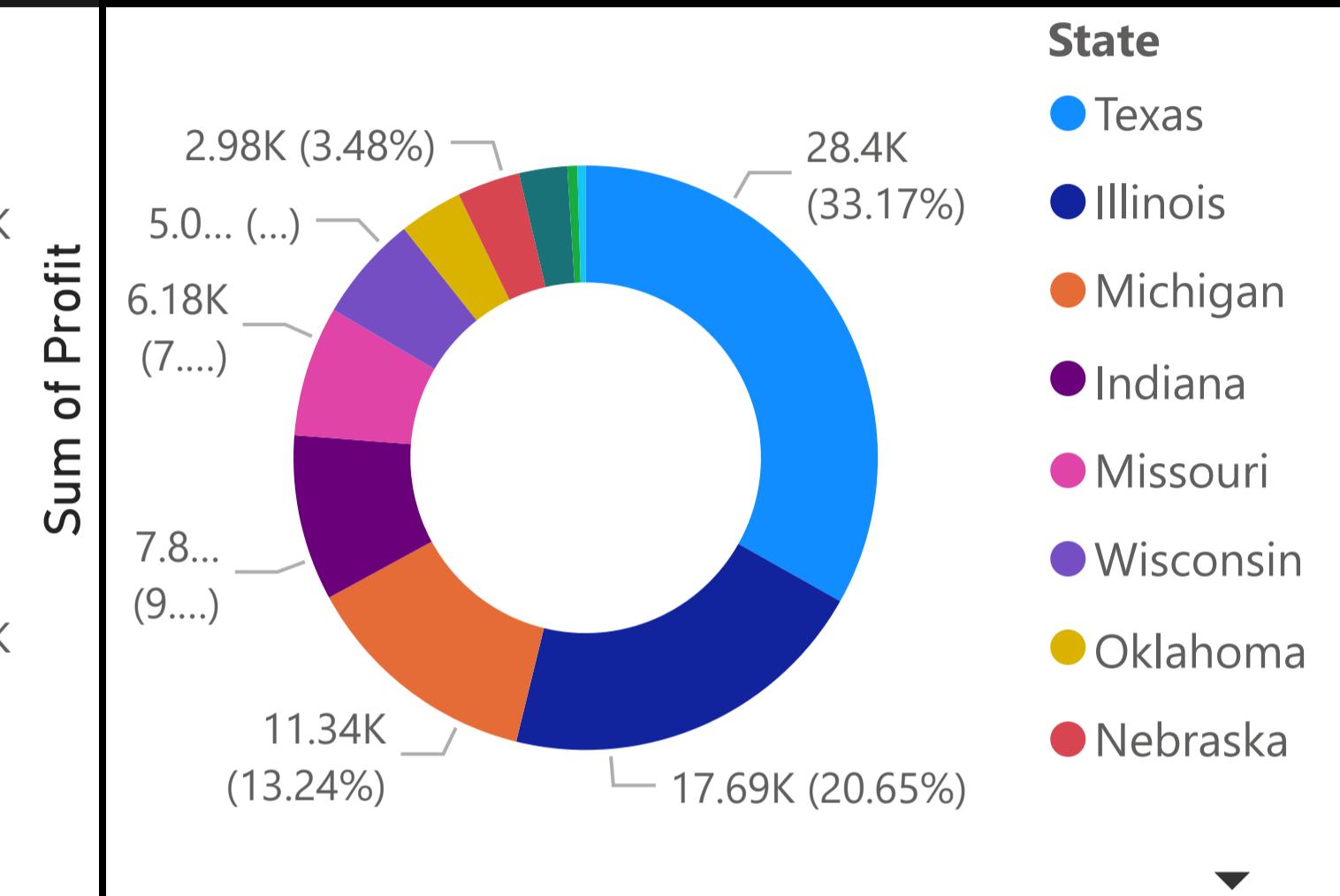
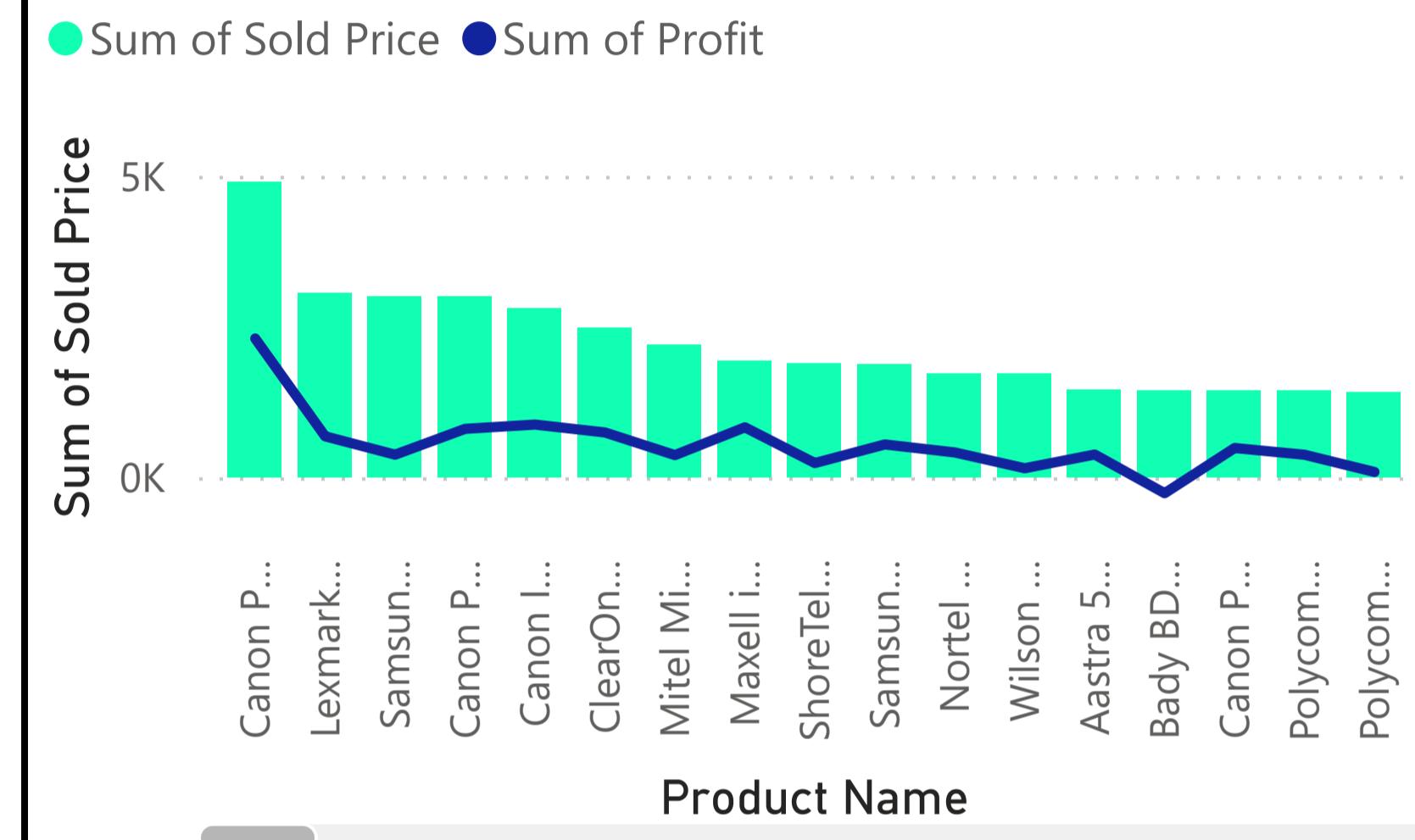
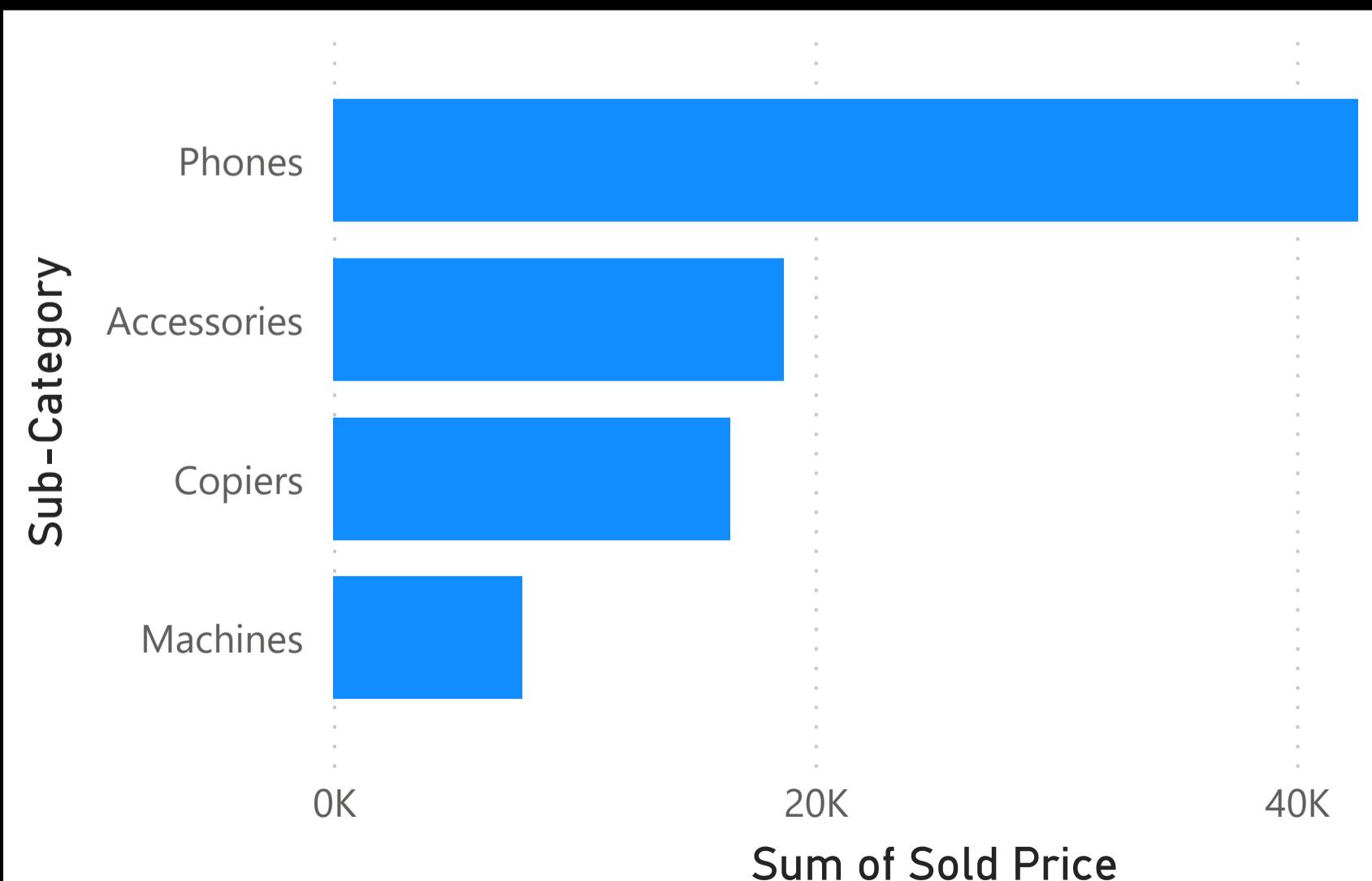
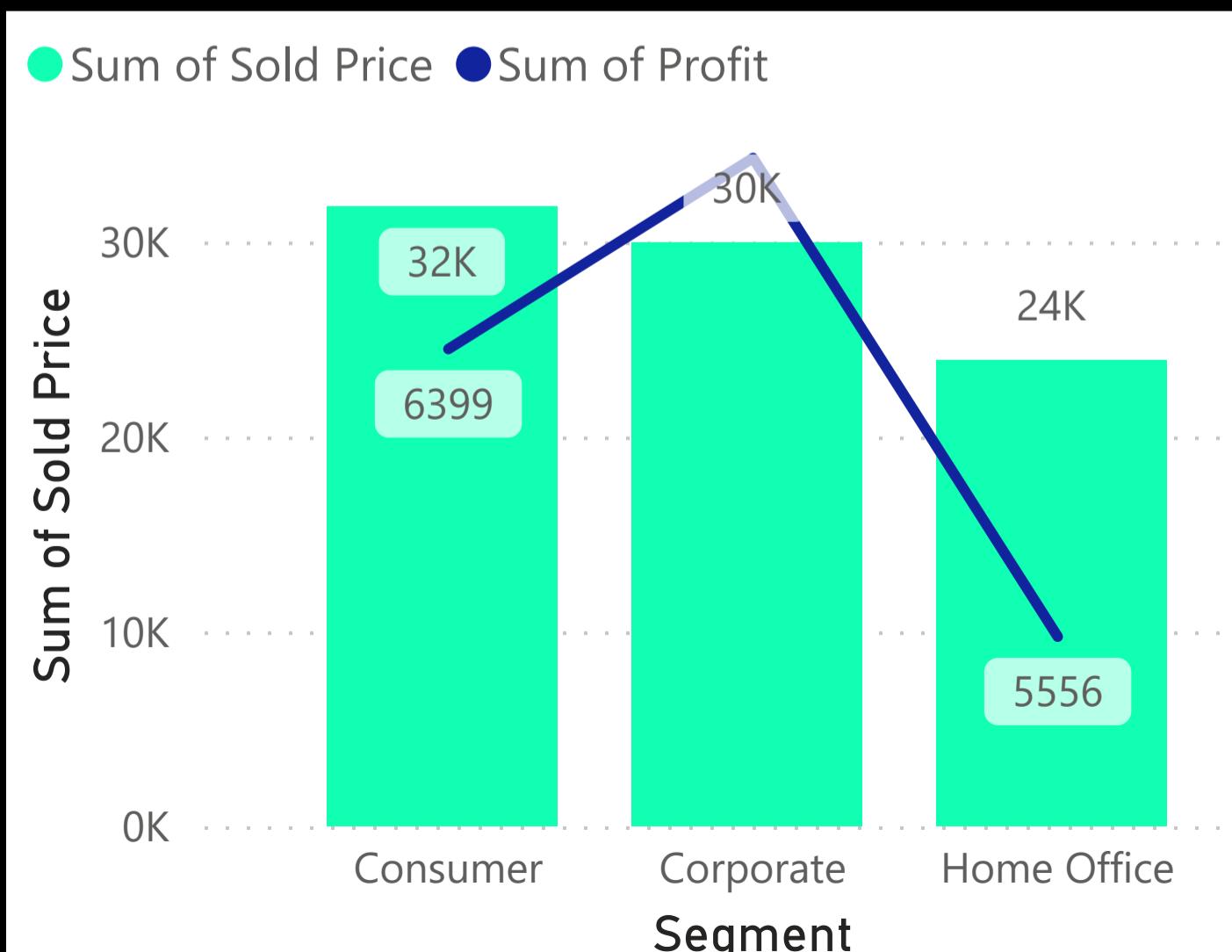
Year

2014

2015

2016

2017

Sales and Sum Profit by Month**Sales by State****Sales and Profit by Product Name****Sales by Sub-Category****Sales and Profit by Segment****Sales by Ship Mode**