Table of Contents

1.Objective and Business Problem

2.Steps to follow for an end-to-end project Power BI Project

2.1 Gather Data

2.2 Power Query -Data Extract, Transform and Load

2.3 Create a Date table

2.4 Create Data Model in Power BI Desktop

2.5 Develop reports in Power BI desktop

2.6 Implementing DAX Calculations

2.7 Conclusion of Dashboard

The objective of the report is to analyze and present comprehensive insights into sales, profit, orders, profit margin, and various comparisons. It aims to provide a clear understanding of key performance indicators and trends using Power BI.

1. **Calculate Total Sales:** Calculate and display the total sales value for the selected period, allowing users to understand the overall revenue generated.
2. **Calculate Profit:** Calculate and visualize the total profit achieved based on the sales data, providing insights into the financial performance.
3. **Analyze Orders:** Analyze the number of orders placed during the selected period, helping to identify sales patterns and order trends.
4. **Calculate Profit Margin:** Calculate and visualize the profit margin percentage, enabling users to assess the profitability of products or services.
5. **Compare Sales by Product with Previous Year:** Compare sales performance for each product between the selected period and the previous year, highlighting growth or decline in sales.
6. **Compare Sales by Months with Previous Year:** Compare sales performance across different months between the selected period and the previous year, identifying regions with significant changes.
7. **Display Top 5 Cities:** Present a visualization showcasing the top 5 cities based on sales, allowing users to quickly identify the most lucrative locations.
8. **Compare Profit by Channel with Previous Year:** Compare profit generated by each channel between the selected period and the previous year, indicating improvements or challenges in profitability.
9. **Analyze Sales by Customer and Compare with Previous Year:** Analyze sales data by customer, highlighting the performance of individual customers and comparing it to the previous year.
10. **Create Slicers for Date, City, Product, and Channel:** Enable users to interact with the data by providing slicers for selecting specific dates, cities, products, and channels, allowing for dynamic filtering and personalized analysis.

Objective and Business Problem Gathering and Loading Data: Learn how to import and load data into Power BI from various sources, ensuring your Dashboard is based on accurate and relevant data.

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Data Cleaning and Transformation: Efficiently clean and transform your data to ensure consistency and accuracy, laying the groundwork for insightful analysis.

Creating a Date Table with DAX: Establish a Date Table using DAX to enable powerful time-based analysis and comparisons.

Building the Data Model: Design a robust Data Model by establishing relationships between different data elements, facilitating seamless interactions within the Dashboard.

Creating DAX Measures and Columns: Master the art of DAX calculations, enabling you to perform complex calculations and derive valuable insights.

Designing Report Visuals: Bring your Dashboard to life with visually stunning Report Visuals, including charts, graphs, and tables that present data in a captivating manner.

Interactive Tooltips: Elevate the user experience with interactive tooltips, providing on-demand insights as users interact with visuals.

Deploying to Power BI Service: Learn how to publish your completed Dashboard to Power BI Service, making it accessible to stakeholders across your organization.