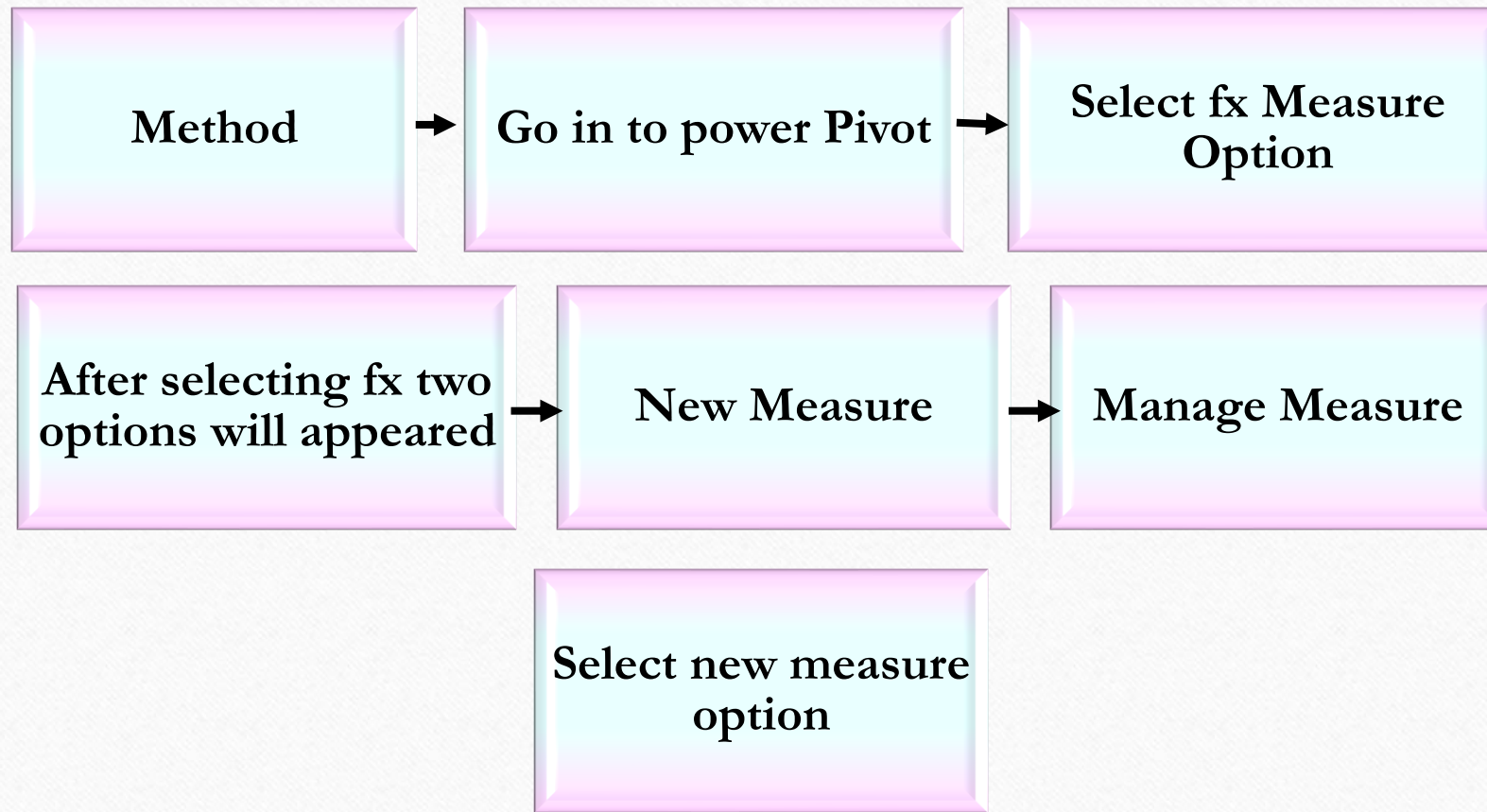


Backend analysis of Adventurework Sales Dashboard (Part 2)

Tool: Microsoft Excel



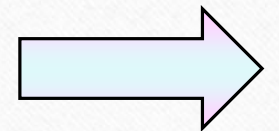
Remaining KPIs Preparation



Concept

What is the difference between measure and new measure?

	New Measure	Manage Measure
▪ Purpose	▪ To create a new calculation or metric that does not currently exist in your data model.	▪ To view, edit, and manage existing measures within your data model.
▪ Usage	▪ You use this option when you need to define a new DAX formula to generate a specific value or metric.	▪ You use this option to maintain, modify, or delete measures that have already been created.
▪ Interface	▪ Opens a dialog where you can specify the name, formula, and other properties of the new measure	▪ Opens a management window listing all existing measures, allowing you to edit their formulas and properties.



KPIs Preparation

- ❑ **New Measure of Transaction**

Formula: CountRows(Factinternet Sales)

- ❑ **New Measure of All Product**

Formula: CountRows(Dim Product)

- ❑ **New Measure of Sold Product**

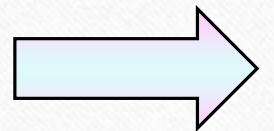
Formula: DistinctCount(Factinternet Sales[Product key])

- ❑ **New Measure of UnSold Product**

Formula: [All Product]- [Sold Product]

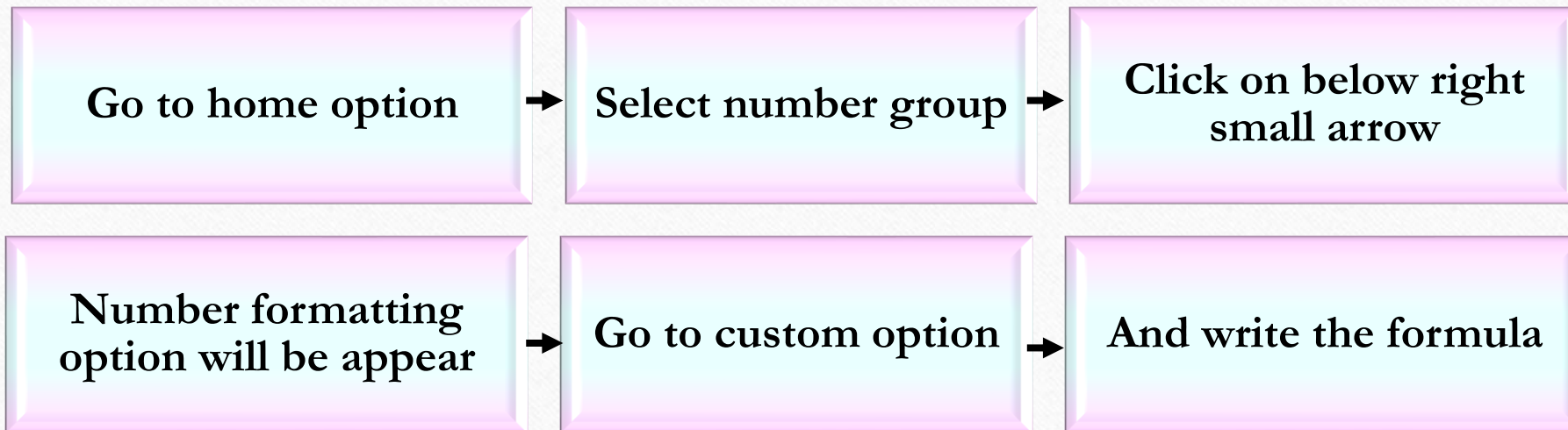
- ❑ **New Measure of % Profit Margin**

Formula: ([Sum of total profit]/(Sum of total Revenue],0)



Concept

How to formatting of number in K,M,B?

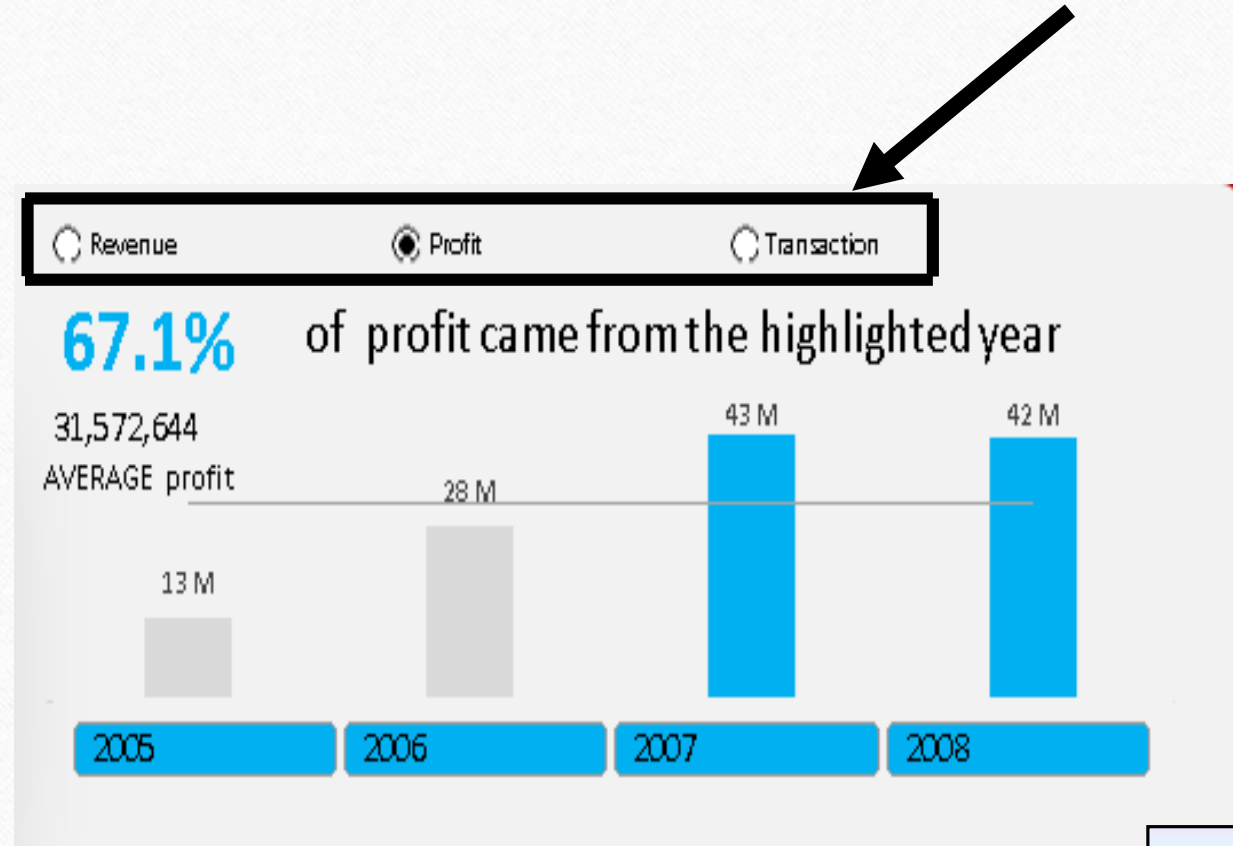


[<999999]0.00," k";[<9999999999]0.00 " M";0.00 " B"



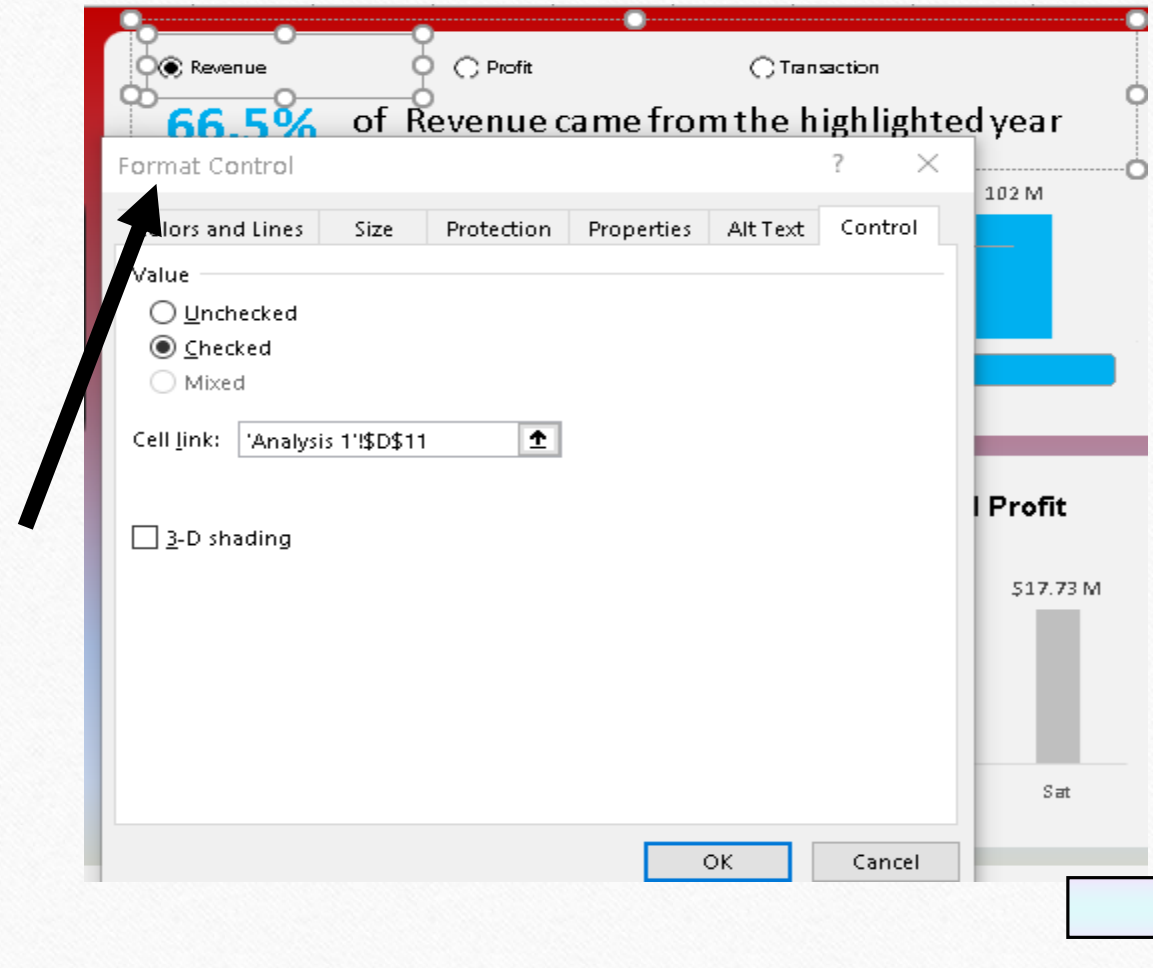
Advanced tool of excel By Using of Developer option

- ☐ Go in to Developer option
- ☐ Select Insert
- ☐ And than select Option button



Link option button with other sheet

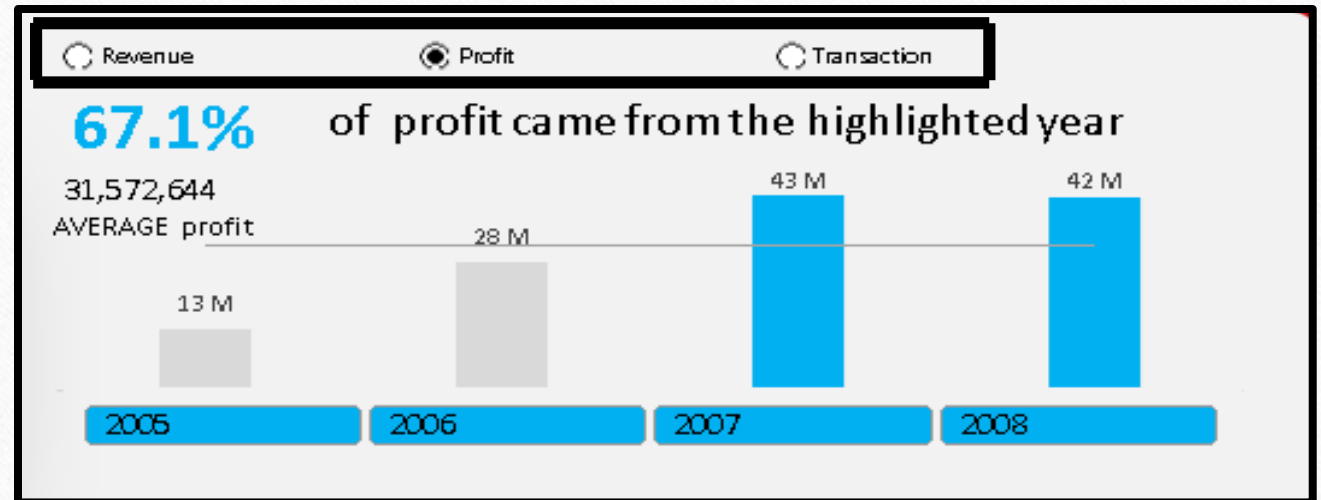
- ☐ Right click on Revenue option
- ☐ Dialog box will appear
- ☐ Select format control option
- ☐ IN Cell link option
- ☐ Reference the sheet which we want to link



Actual sheet formula vs graphs(1)

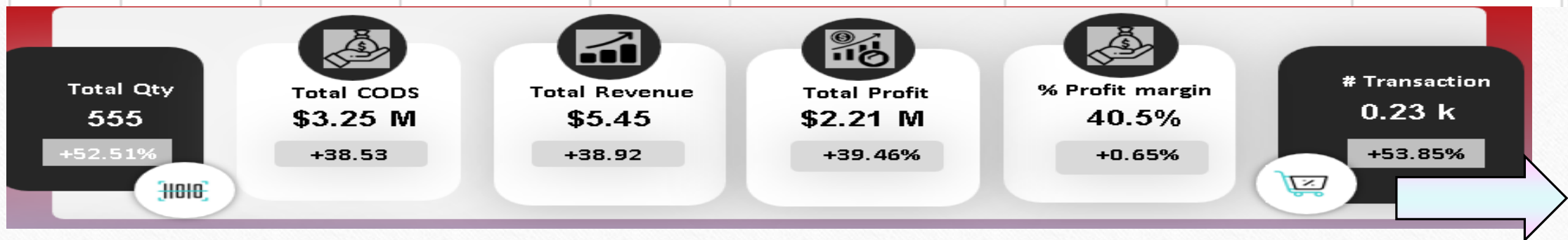
- ☐ Logical test
- ☐ Chart formatting
- ☐ Numbering formatting
- ☐ Sheet reference link
- ☐ Adobe color.com
- ☐ Flaticon.com
- ☐ Slicer icon
- ☐ Caption linkage

Option Button 1			
Year	Revenue	profit	#Transaction
2005	\$33.37 M	\$13.40 M	1.01 k
2006	\$69.48 M	\$28.18 M	2.68 k
2007	\$102.38 M	\$42.55 M	24.44 k
2008	\$101.86 M	\$42.16 M	32.27 k
Year	Revenue	AVERAGE Revenue	Above Average
2005	33 M	76,773,236	
2006	69 M	76,773,236	
2007	102 M	76,773,236	102,379,613
2008	102 M	76,773,236	101,858,617
Above Average			Option
Total	204,238,230		of Revenue came from the highlighted year
Percent	66.5%		



Actual sheet formula vs graphs (2)

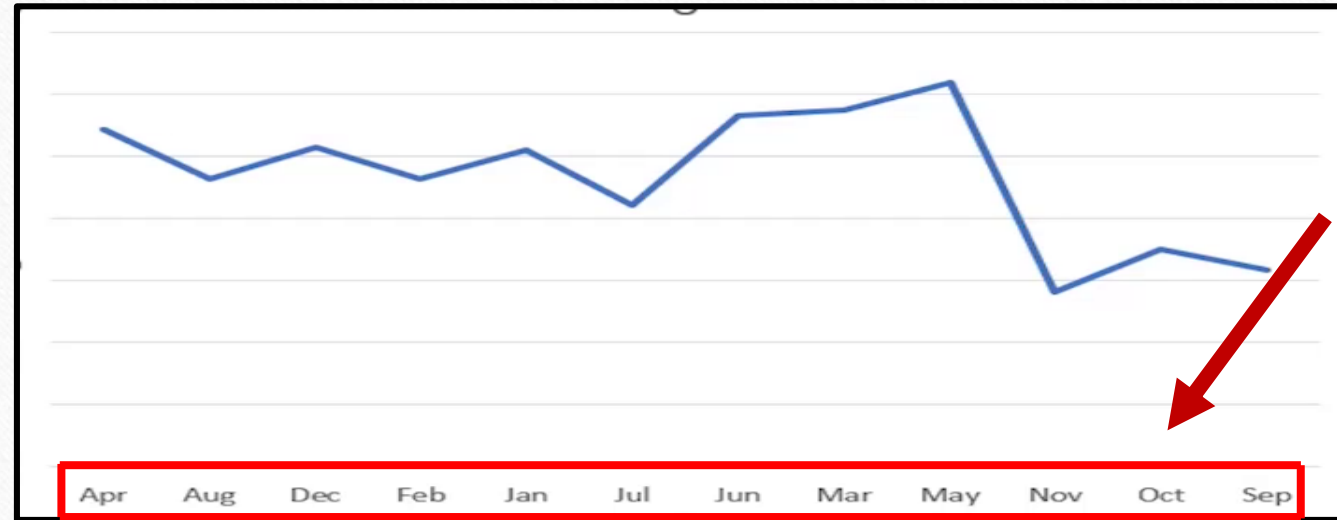
Year	Checked	selected year						
2006	1							
year	Profit	Percentage	Total CODS	year	CODS	Percentage		
2006	206.42 k	69.73%	Selected year	2006	287.63 k	69.26%		
previous year	89.61 k	30.27%	previous year	2005	127.64 k	30.74%		
YOY Change		+39.46%	YOY Change		+38.53%			
Total R year	Revenue	Percentage	Total Profit margin	year	Profit margin	Percentage		
Selected year	2006	494.06 k	69.46%	Selected year	2006	41.78%	50.32%	
previous year	2005	217.25 k	30.54%	previous year	2005	41.25%	49.68%	
YOY Change		+38.92%	YOY Change		+0.65%			
Total tr year	Transacti	Percentage	Total Quantity	year	Quantity	Percentage		
Selected year	2006	0.02 k	76.92%	Selected year	2006	0.23 k	76.25%	
previous year	2005	0.01 k	23.08%	previous year	2005	0.07 k	23.75%	
YOY Change		+53.85%	YOY Change		+52.51%			



Axis formatting in graph

- ☐ Go in to power pivot option
- ☐ Select manage
- ☐ Manage data will appeared
- ☐ Select sort by filter column
- ☐ Dialog box will appear
- ☐ Now sort column Month Name
By Column Month Number

Month name arrange problem



The screenshot shows the Excel ribbon with the 'Sort and Filter' group. The 'Sort by Column' dropdown is highlighted with a red arrow. Below the ribbon, a 'Sort by Column' dialog box is open, showing 'Month Name' selected for sorting and 'Month Number' selected for sorting by.

Sort by Column

Select the column to be sorted and the column by which it is sorted (for example, sort the month name by the month number). Click the link below to learn how to sort by a column from a different table.

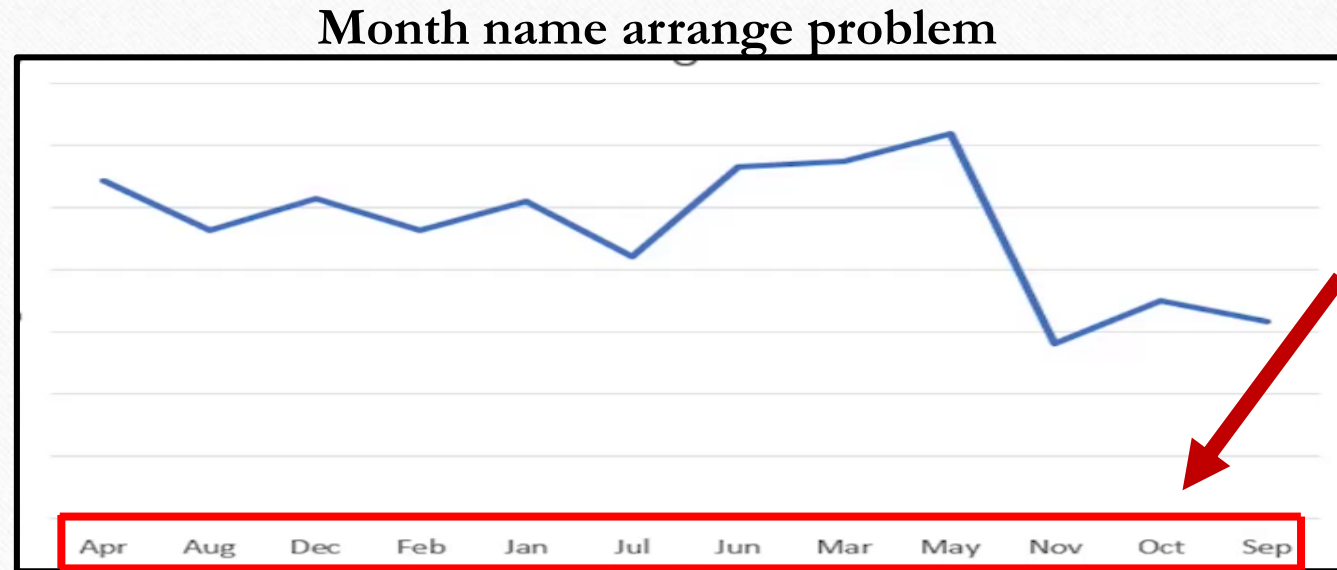
Sort Column:

By Column:

[How to sort by a column from a different table?](#)

Axis formatting in graph

Before

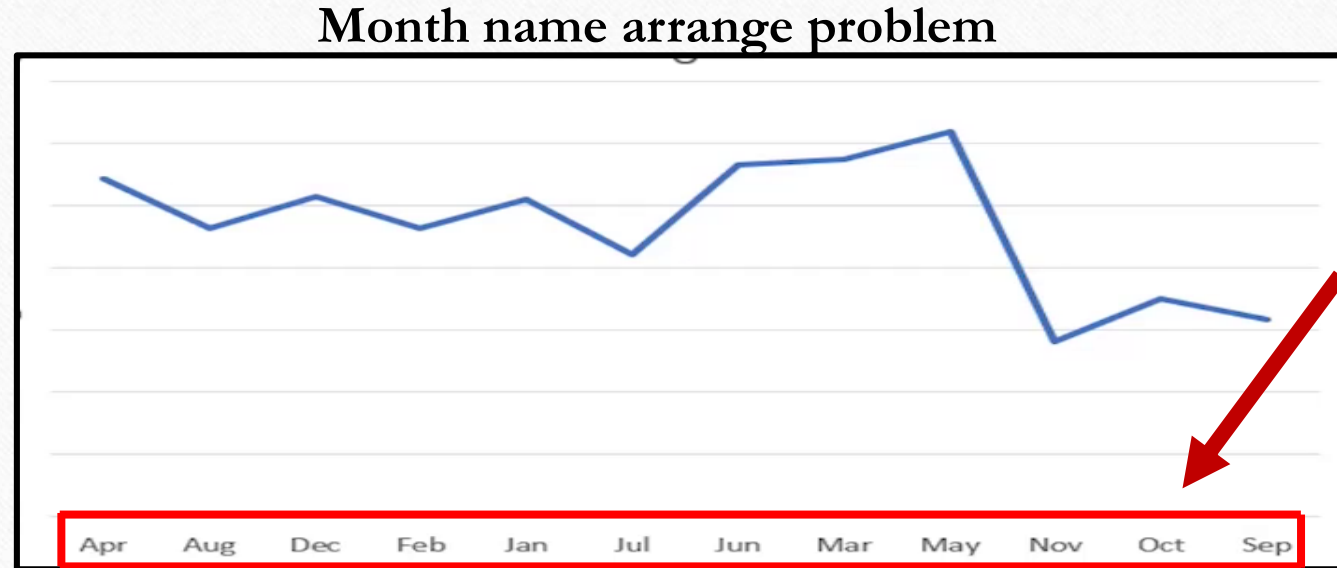


After Result

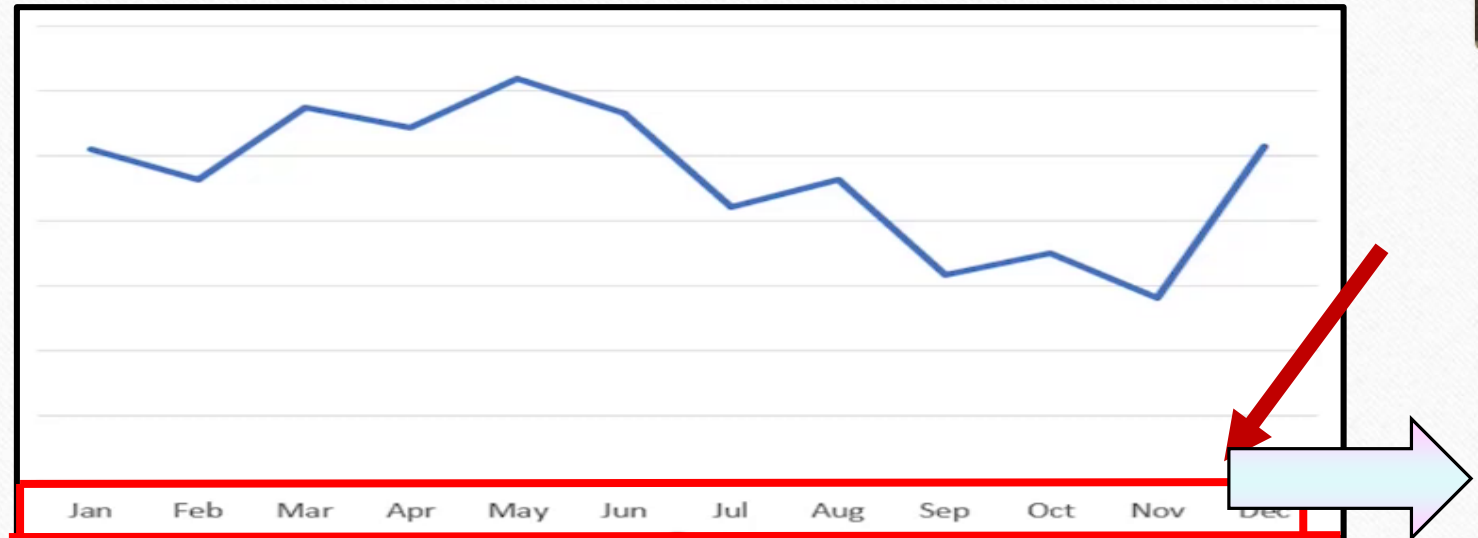


Axis formatting in graph

Before



After Result

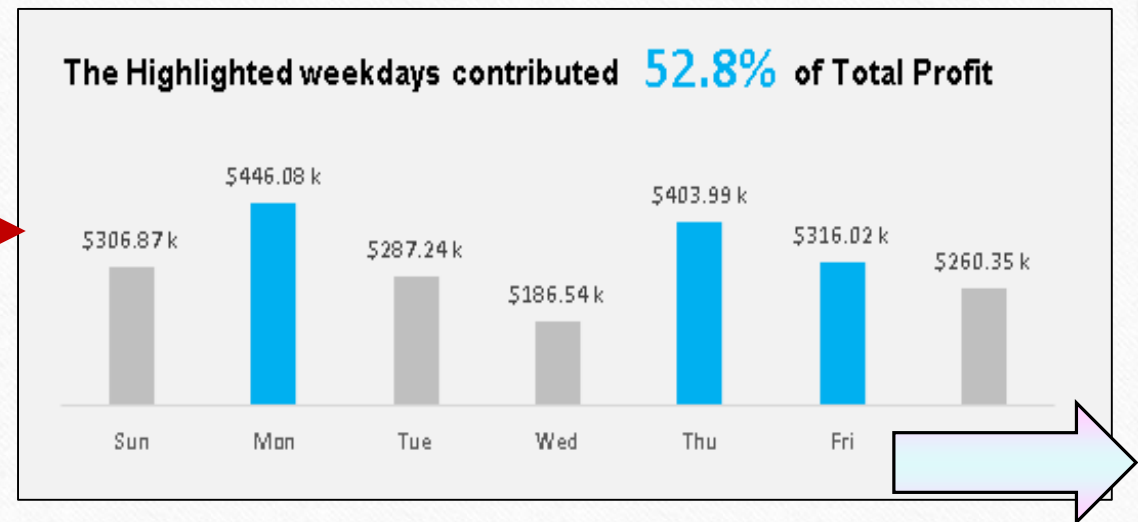
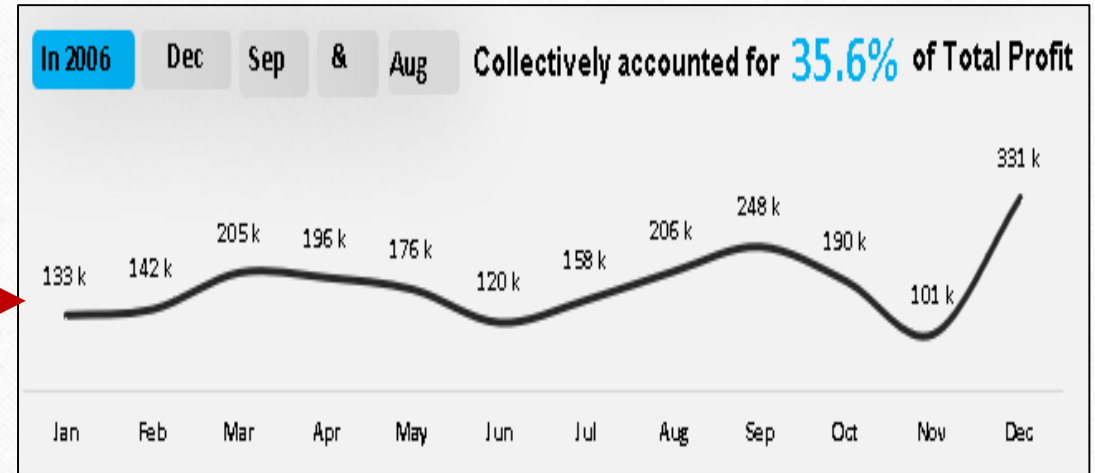


Actual Sheet

Month Name	Total profit				
Jan	133 k		1	331.05 k	Dec
Feb	142 k		2	248.33 k	Sep
Mar	205 k		3	206.42 k	Aug
Apr	196 k			35.6%	
May	176 k				
Jun	120 k	In 2006			
Jul	158 k				
Aug	206 k				
Sep	248 k				
Oct	190 k				
Nov	101 k				
Dec	331 k				

Day Name	Total profit	Day Name	Total profit	Highlight
Sun	\$306.87 k	Sun	\$306.87 k	
Mon	\$446.08 k	Mon	\$446.08 k	446081.6
Tue	\$287.24 k	Tue	\$287.24 k	
Wed	\$186.54 k	Wed	\$186.54 k	
Thu	\$403.99 k	Thu	\$403.99 k	403994.6
Fri	\$316.02 k	Fri	\$316.02 k	316016.4
Sat	\$260.35 k	Sat	\$260.35 k	
1	446081.585			
2	403994.647			
3	316016.428			
	52.8%			

Graphs

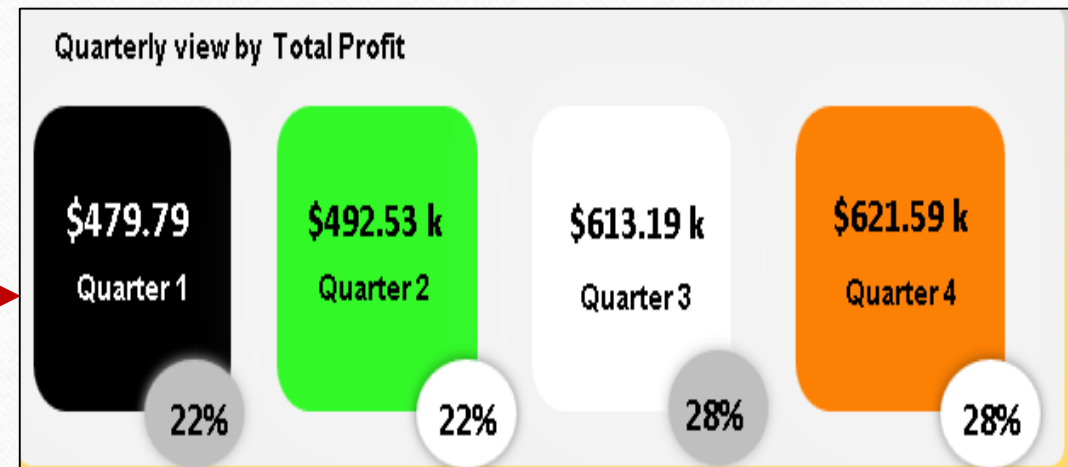
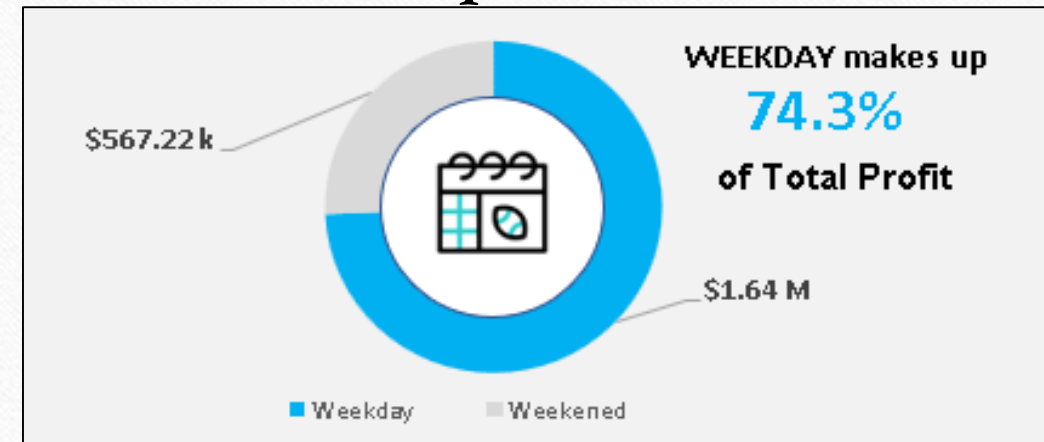


Actual Sheet

Weektype	Total profit	%
Weekday	\$1.64 M	74.3%
Weekened	\$567.22 k	74.3%
Top		
74.3%		
WEEKDAY makes up		

Quarter	Total profit	Sum of Total profit
Qtr-1	\$479.79 k	22%
Qtr-2	\$492.53 k	22%
Qtr-3	\$613.19 k	28%
Qtr-4	\$621.59 k	28%

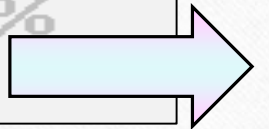
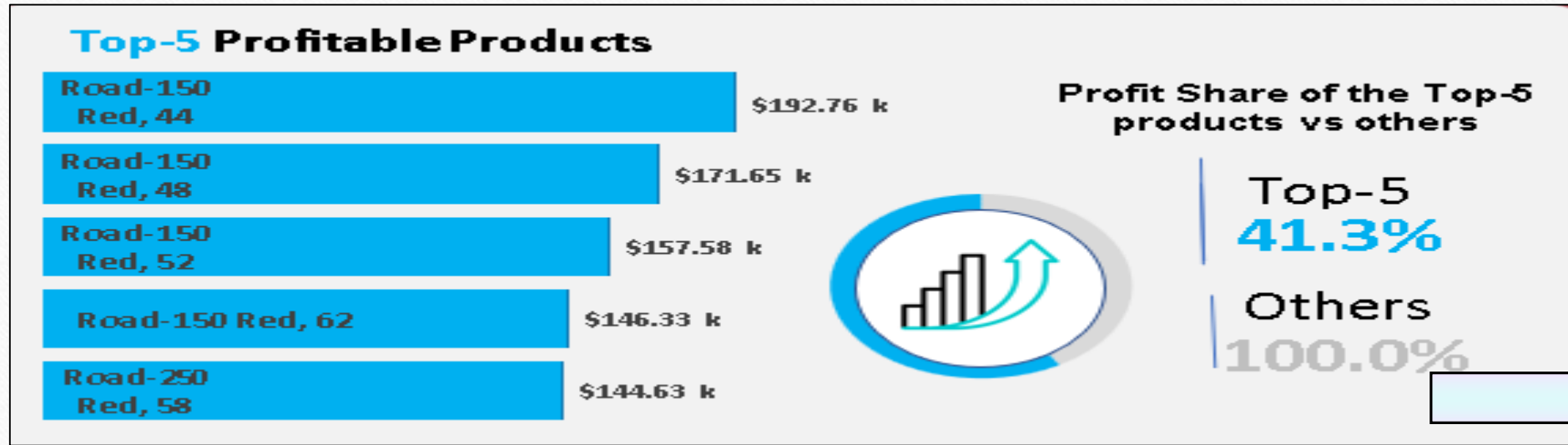
Graphs



Actual Sheet

Product Name	Total profit	Product Name	Total profit	Duplicate	Product	Profit	Percentage
Road-150 Red, 44	193 k	Road-150 Red, 44	\$192.76 k	\$192.76 k	Top -5	\$812.94 k	41.3%
Road-150 Red, 48	172 k	Road-150 Red, 48	\$171.65 k	\$171.65 k	Others	\$1.15 M	100.0%
Road-150 Red, 52	158 k	Road-150 Red, 52	\$157.58 k	\$157.58 k			
Road-150 Red, 62	146 k	Road-150 Red, 62	\$146.33 k	\$146.33 k			
Road-250 Red, 58	145 k	Road-250 Red, 58	\$144.63 k	\$144.63 k			
Road-250 Black, 58	130 k						
Road-150 Red, 56	110 k	Others					
Road-250 Red, 52	106 k	Road-250 Red, 52	106324.814				
Mountain-200 Black, 46	89 k	Mountain-200 Black, 46	88669.0908				

Graph



Actual Sheet

All Products	Sold Product	Unsold product			
606	51	555			
Pivot data			Chart data		
Color	Total profit		Color	Total profit	Highlight
Red	\$1.23 M		Red	\$1.23 M	\$1.23 M
Black	\$716.82 k		Black	\$716.82 k	\$716.82 k
Silver	\$186.07 k		Silver	\$186.07 k	\$186.07 k
Yellow	\$73.04 k		Yellow	\$73.04 k	
Multi	\$0.00 k		Multi	\$0.00 k	
White	\$0.00 k		White	\$0.00 k	
Blue	\$0.00 k		Blue	\$0.00 k	
Unspecified	\$0.00 k		Unspecified	\$0.00 k	

Graph



Available
products

606



Sold
products

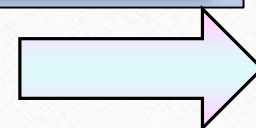
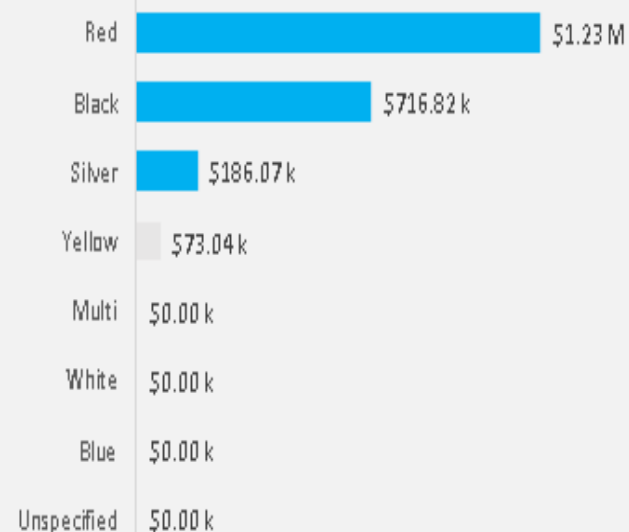
51



Unsold
products

555

Profit by Product Colour



Actual Sheet

Product Price Type ▼	Sum of Total profit			
Expenses	\$2.21 M			
Less Expenses	\$0.00 k			
Product Price Type	Sum of Total profit	Percentage	Max value	Circle position
Expenses	\$2.21 M	100.0%	1	0.7
Less Expenses	\$0.00 k	0.0%	1	0.7

Graph

Product Pricing Type

Price Above \$150



100.0%

Expenses

\$2.21 M

Profit

Price Below \$150

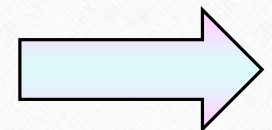


0.0%

Less Expenses

\$0.00 k

Profit



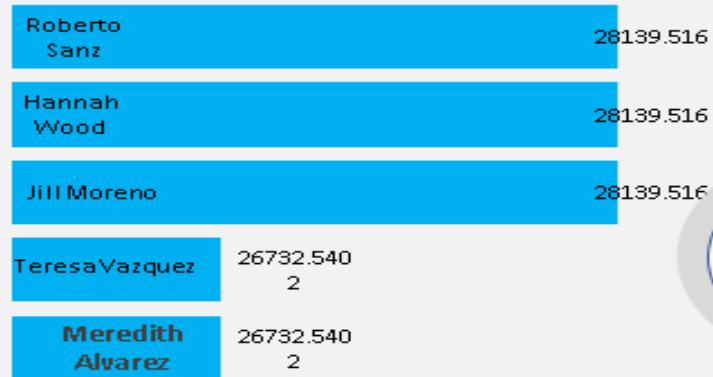
Actual Sheet

Full name	Sum of Total profit	Full name	Sum of Total profit	Duplicate
Roberto Sanz	28139.516	Roberto Sanz	28139.516	28139.516
Hannah Wood	28139.516	Hannah Wood	28139.516	28139.516
Jill Moreno	28139.516	Jill Moreno	28139.516	28139.516
Teresa Vazquez	26732.5402	Teresa Vazquez	26732.5402	26732.5402
Meredith Alvarez	26732.5402	Meredith Alvarez	26732.5402	26732.5402
Miguel Lee	26732.5402			
Karen Lu	26732.5402	Customer	Profit	Percentage
Heather Zheng	26732.5402	Top-5	137883.6284	6.2%
Brandy Sanchez	26732.5402	Others	2069212.941	93.8%
Reginald Gomez	25107.2252			

Graph



Profit by Product Colour



Profit Share of the Top-5 Customers vs others



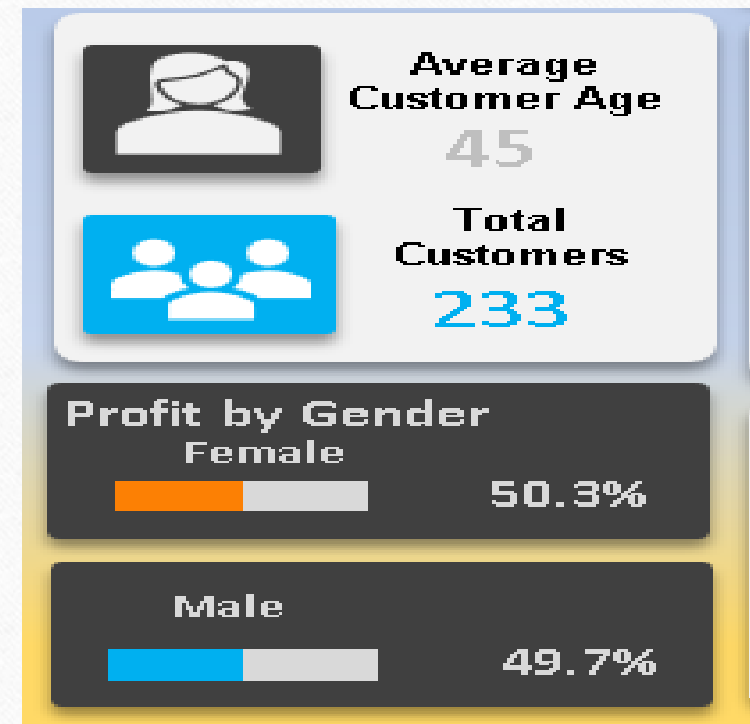
Top-5
6.2%

Others
93.8%

Actual Sheet

# Customers	Average Customer Age	
233	45	
Gender	Sum of Total profit	
F	1109329.755	
M	1097766.814	
Gender	Sum of Total profit	percent
F	50.3%	1
M	49.7%	1

Graph



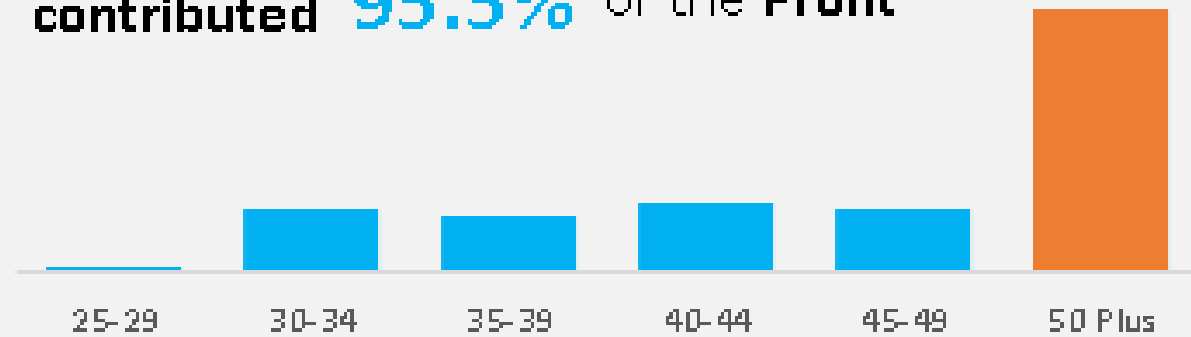
Actual Sheet

Age-Group ▾	Sum of Total profit		Age-Group	Sum of Total profit	Highlight		
25-29	18290.6854		25-29	18290.6854			
30-34	265040.6008		30-34	265040.6008			
35-39	238354.7048		35-39	238354.7048			
40-44	297023.2882		40-44	297023.2882			
45-49	268570.7626		45-49	268570.7626			
50 Plus	1119816.527		50 Plus	1119816.527	1119816.527		
				Max Value	\$1.12 M		
				Percent Contributor	50.7%		
				Age Group	50 Plus		
				Caption	The 50 Plus Age group contributed		

Graph



The 50 Plus Age group
contributed **95.5%** of the Profit



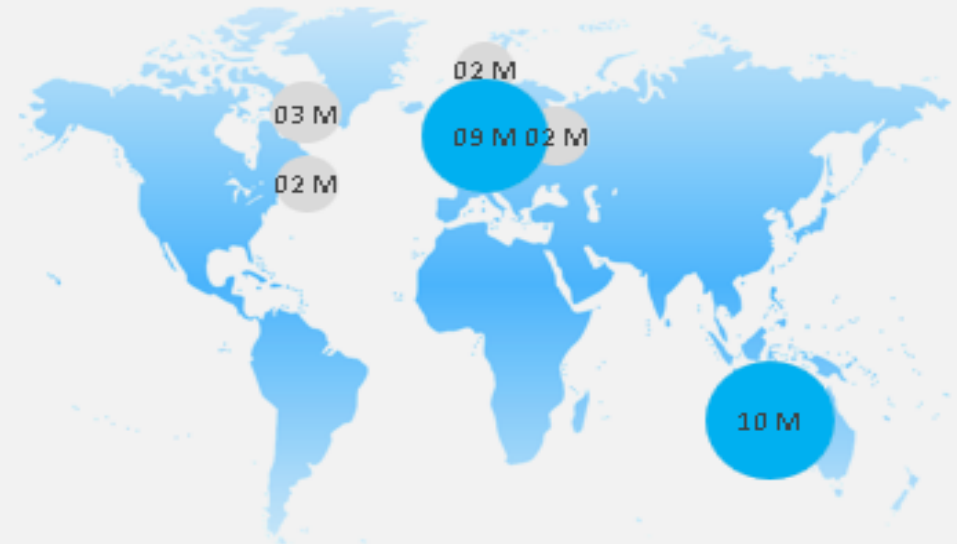
Actual Sheet

Country	Sum of Total profit	Highligh	X	Y	Country
Australia	10 M	10 M	8	2	Australia
Canada	03 M		1.5	8.5	Canada
France	02 M		1.5	7	France
Germany	02 M		4	9.4	Germany
United Kingdom	02 M		5	8	United Kingdom
United States	09 M	09 M	4	8	United States
	Australia	1	10 M		
	United States	2	09 M		
			65.8%		
	Caption				
	Australia United States Contributed				

Graph

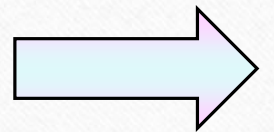


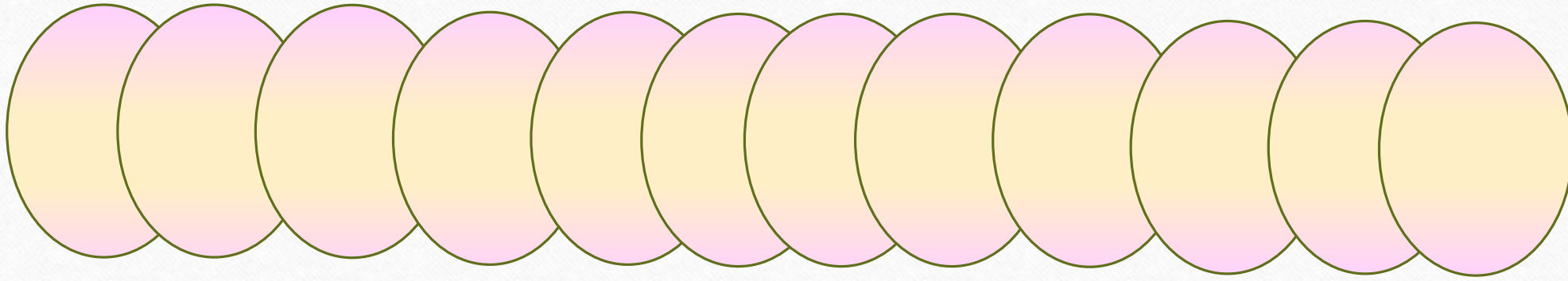
Australia United States
Contributed **65.8%** of the Profit



My Learning

- ☐ How to create new measure?
- ☐ What is the difference among new measure and manage measure?
- ☐ How to create KPIs using power pivot?
- ☐ How to convert numbers in to thousand, millions, and billions?
- ☐ How to format numbering?
- ☐ In developer option how option button will use?
- ☐ Knowledge about logical test
- ☐ How if ,index, match, large, sum, percentage, maximum, minimum, VLOOKUP and if error function will used?
- ☐ Chart formatting sense?
- ☐ Knowledge about dashboard coloring scheme.
- ☐ How slicer will connected and used in dashboard?
- ☐ Role of slicer in dashboard creating.
- ☐ How sheet will link with dashboard?
- ☐ How macro option will properly used?
- ☐ What is caption linkage?
- ☐ How to arrange month and week name axis in chart





Thanks
Stay Tuned for next update

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