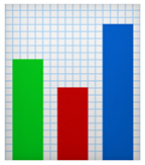


Power BI Dashboard

Competitor Sales Analysis

Dataset based on a real world project from Datacamp.co

Matthieu Colliaux, 2025

🔍 Methodology

1. Data Integration in Power BI (.csv,.xlsx)
2. Data Cleaning & Transformation
3. Exploratory Data Analysis (EDA)
4. Data Modeling
5. KPI definition and calculation
6. Visualization, Dashboard creation

1. Data Integration in Power BI (.csv,.xlsx)

Add data files in Power BI : sales.csv, bi_dimensions.xlsx (+ 700 000 lignes)

	A	B	C
1	ProductID,Date,Zip,Units,Revenue		
2	1085,12/02/2020,76234,1,89.1975		
3	1085,12/02/2020,85301,1,89.1975		
4	1085,12/05/2020,32341,1,89.1975		
5	1085,12/05/2020,90745,1,89.1975		
6	1085,12/05/2020,91325,2,178.395		

	A	B	C	D	E	F
1	Product Details					
2	ProductID	Product	Segment	Category	ManufacturerID	Price
3	1	Atlas MA-01	All Season	Mix	1	USD 412.13
4	2	Atlas MA-02	All Season		1	USD 329.78
5	3	Atlas MA-03	All Season		1	USD 963.38
6	4	Atlas MA-04	All Season		1	USD 828.98
7	5	Atlas MA-05	All Season		1	USD 745.5
8	7	Atlas MA-07	All Season		1	USD 451.45
9	6	Atlas MA-06	All Season		1	USD 329.78
10	8	Atlas MA-08	All Season		1	USD 485.89
11	9	Atlas MA-09	All Season		1	USD 634.73
12	10	Atlas MA-10	All Season		1	USD 681.98
13	11	Atlas MA-11	All Season		1	USD 761.25
14	12	Atlas MA-12	All Season		1	USD 456.7
15	13	Atlas MA-13	All Season		1	USD 456.7
16	14	Atlas MA-14	All Season		1	USD 419.95
17	15	Atlas MA-15	All Season		1	USD 472.45
18	16	Atlas MA-16	All Season		1	USD 711.38
19	17	Atlas MA-17	All Season		1	USD 414.75
20	18	Atlas MA-18	All Season		1	USD 393.7

Product Details | Manufacturer | Geography | +

2. Data Cleaning & Transformation

- **Products** Table :
- column « category » => FILL DOWN on « null » values with « Mix »
- column « price » => SPLIT to « currency » and « price value »

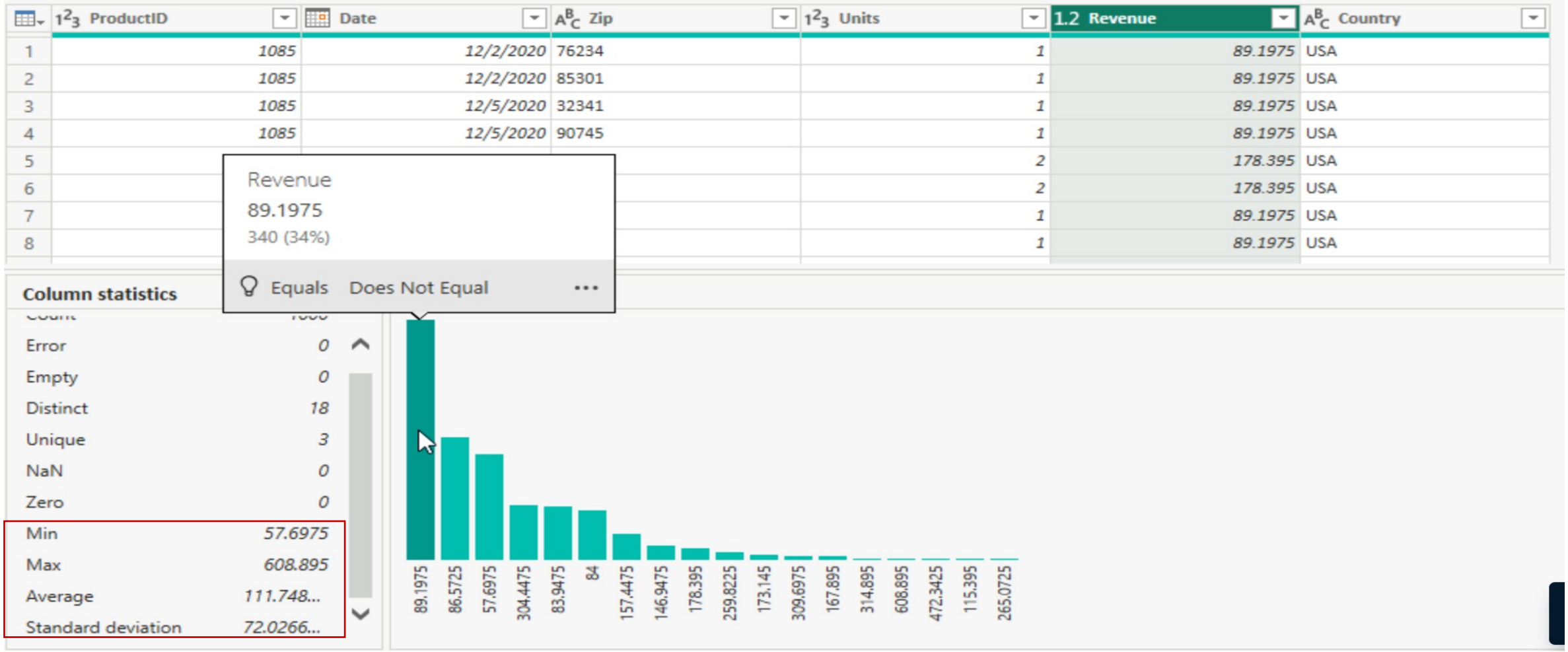
- **Geography** Table :
- DELETE the 2 first rows
- 3rd Row As Header

- **Manufacturer** Table :
- TRANSPOSE table
- 1st Row As Header

- **Sales** Table :
- COMBINE, append « internationtale Sales » table to « Sales »
- column « country » REPLACE null by « USA »

3. Exploratory Data Analysis (EDA)

- Getting some statistics on « Revenue » column from **Sales** table



	ProductID	Date	Zip	Units	Revenue	Country
1	1085	12/2/2020	76234	1	89.1975	USA
2	1085	12/2/2020	85301	1	89.1975	USA
3	1085	12/5/2020	32341	1	89.1975	USA
4	1085	12/5/2020	90745	1	89.1975	USA
5				2	178.395	USA
6				2	178.395	USA
7				1	89.1975	USA
8				1	89.1975	USA

Total Revenue

695.23M

13.91

Min of Revenue

43.19K

Max of Revenue

313.59

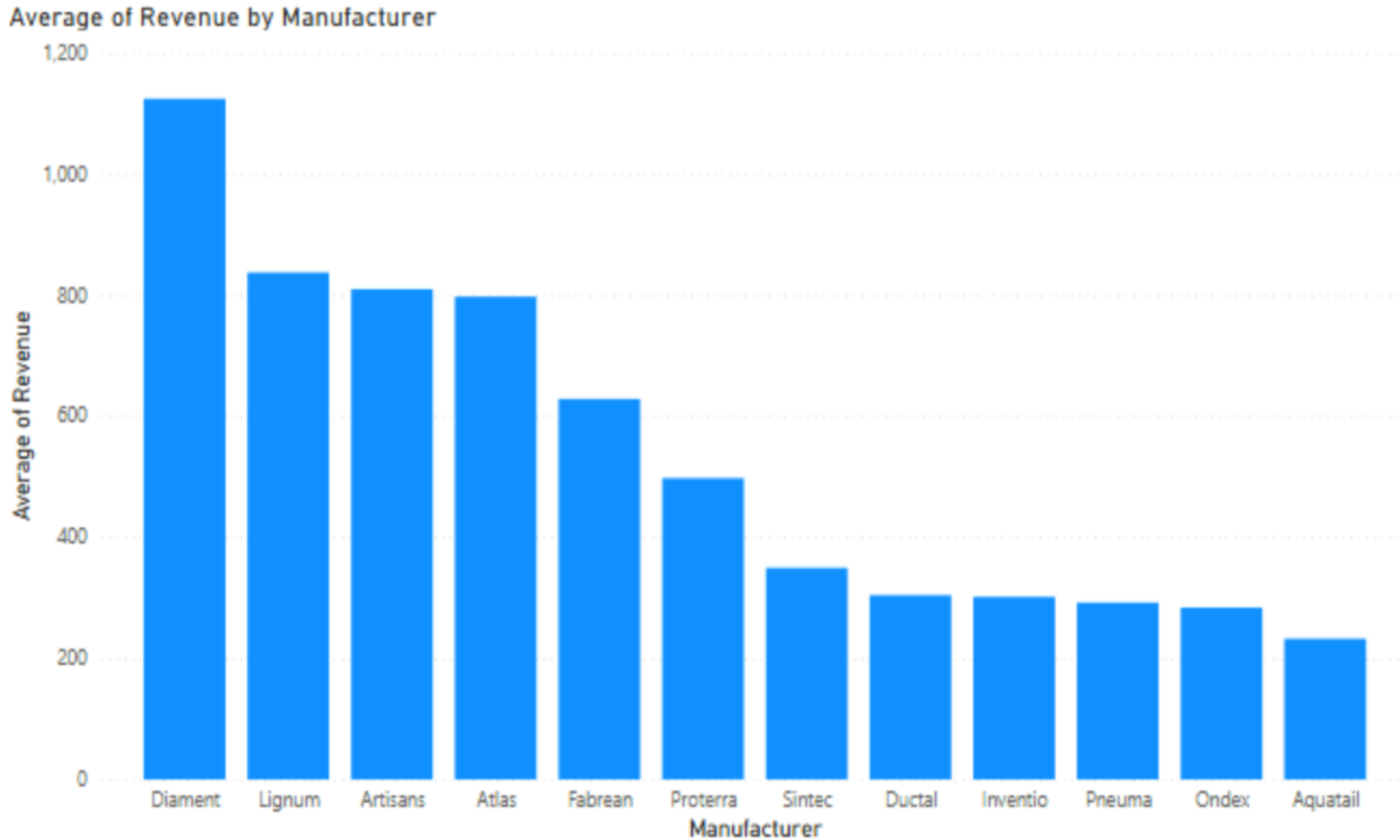
Standard deviation of Revenue

323.14

Median of Revenue

386.64

Average of Revenue

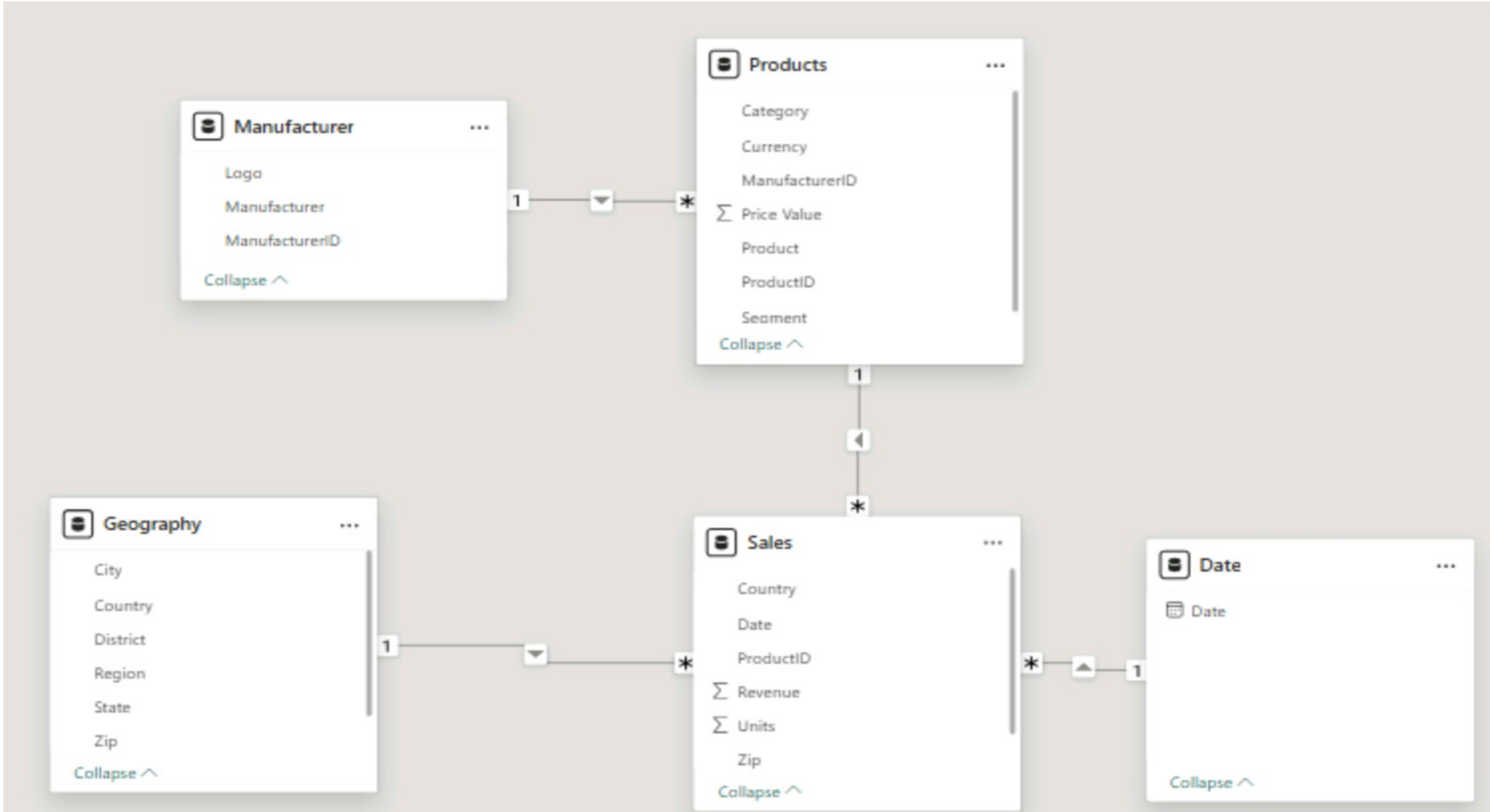


4. Data Modeling

- Create **relationship** between « Geography » table and « Sales » table
- column creation on « Geography » with concatenation of « Zip » and « Country »
- column creation on « Sales » with concatenation of « Zip » and « Country »

- Create table **Date** and **relationship** with « Sales » table:
- Date table creation with function CALENDAR()

```
Geography[ZipCountry] = Geography[Zip] & "," & Geography[Country]
Sales[ZipCountry] = Sales[Zip] & "," & Sales[Country]
Date = CALENDAR(DATE(2017,1,1), DATE(2021,12,31))
```



Model view with relationships between tables

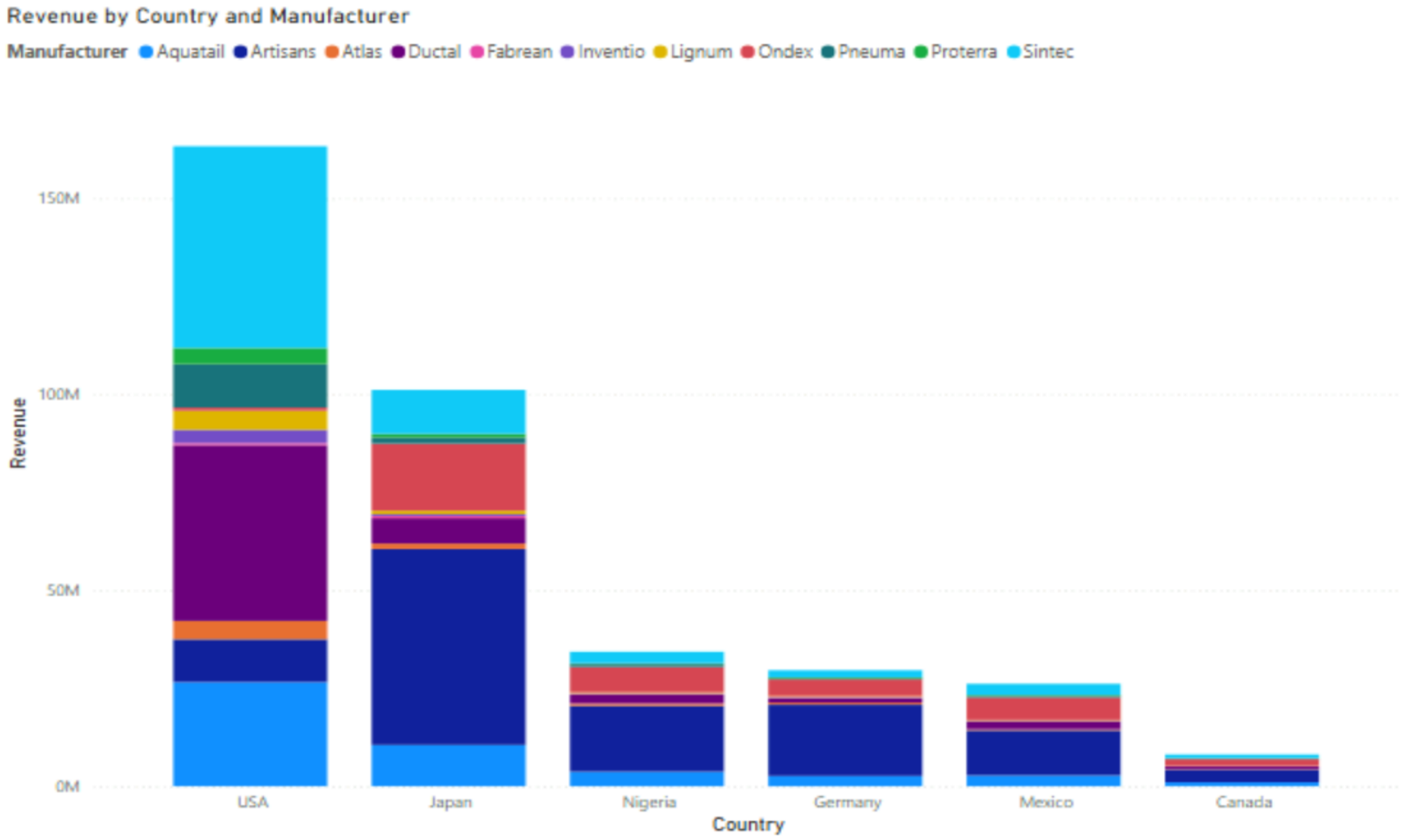
5. KPI definition and calculation

Identification of business insights & KPIs :

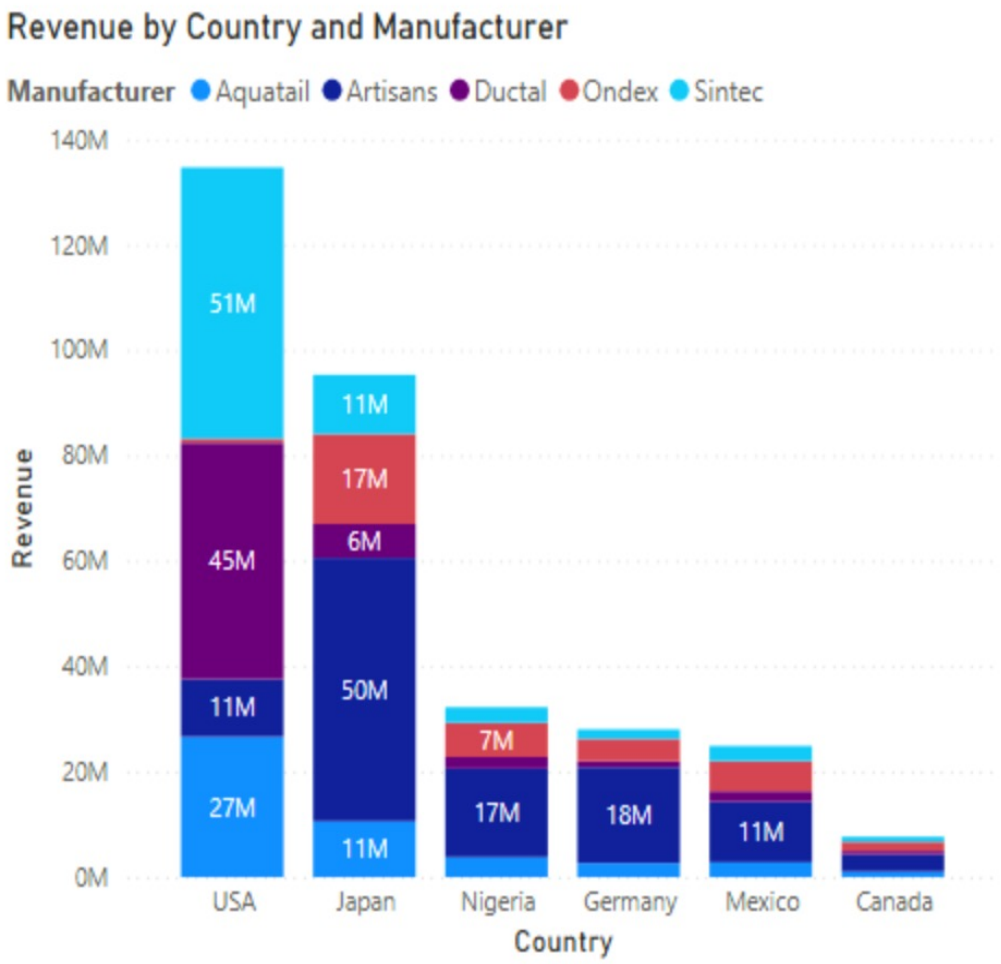
- Who are the **TOP competitors** generating the most revenue ?
- Who are the best performing category, segments and products ?
- What is the **growth** over time ?
- How are the sales **revenue** compared to previous year ?

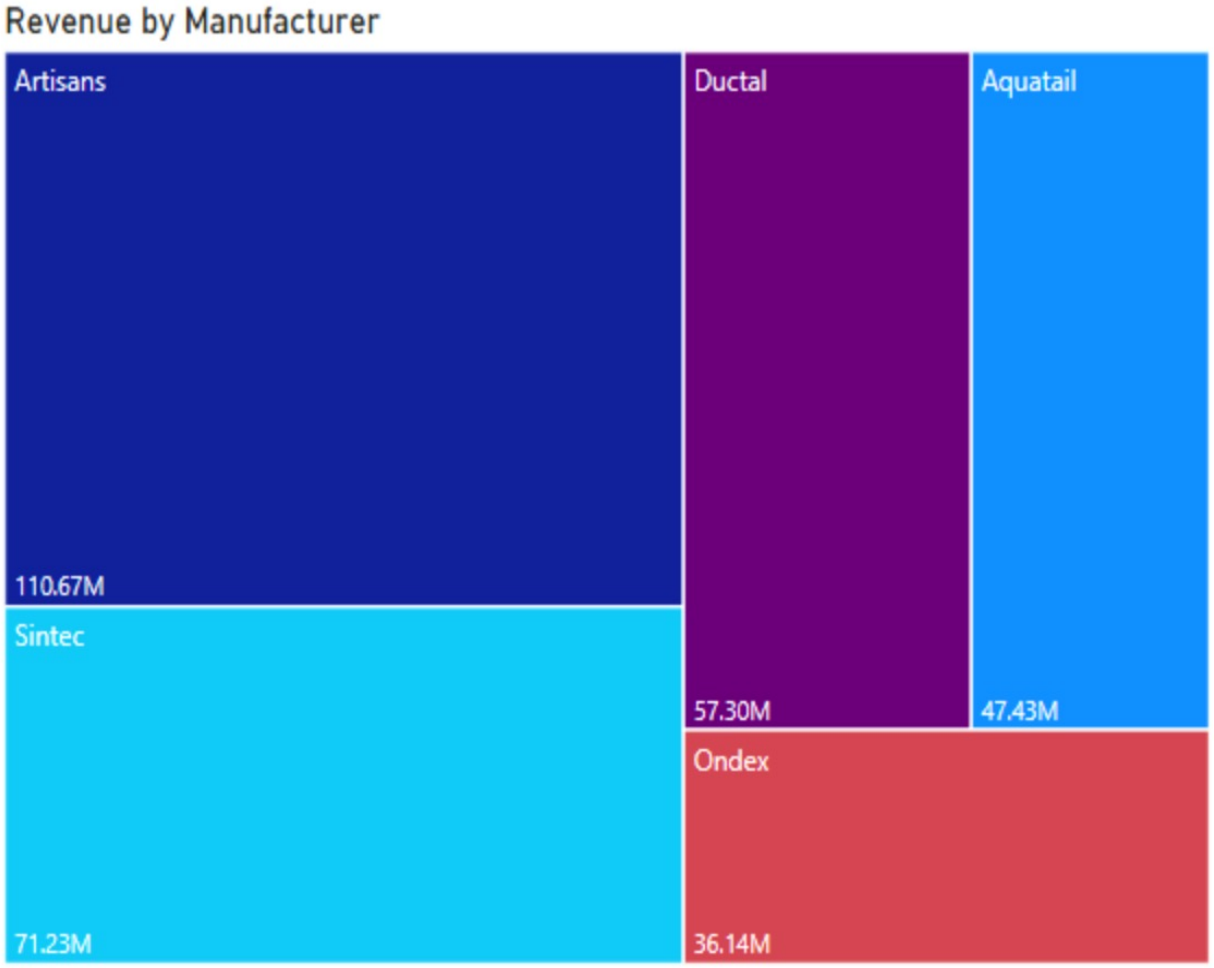
5.1 TOP N Analysis

Objective : Finding the **TOP 5** manufacturers by revenue in the market



5.1 TOP N Analysis





Market highly concentrated, with the TOP 5 manufacturers generating a significant share of total revenue.
It suggests a strong competitive advantages for market leaders.

5.2 Growth and PY Sales

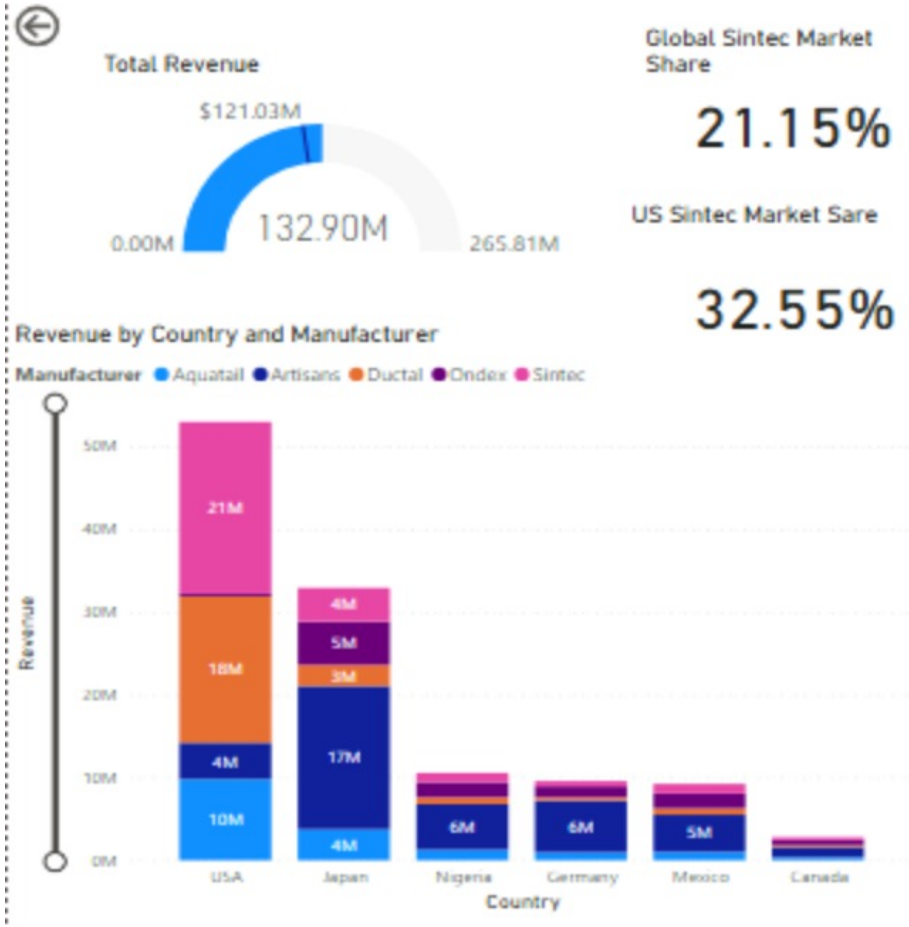
Objective : Finding the **%growth** from previous year, finding the **most performing** category and segment

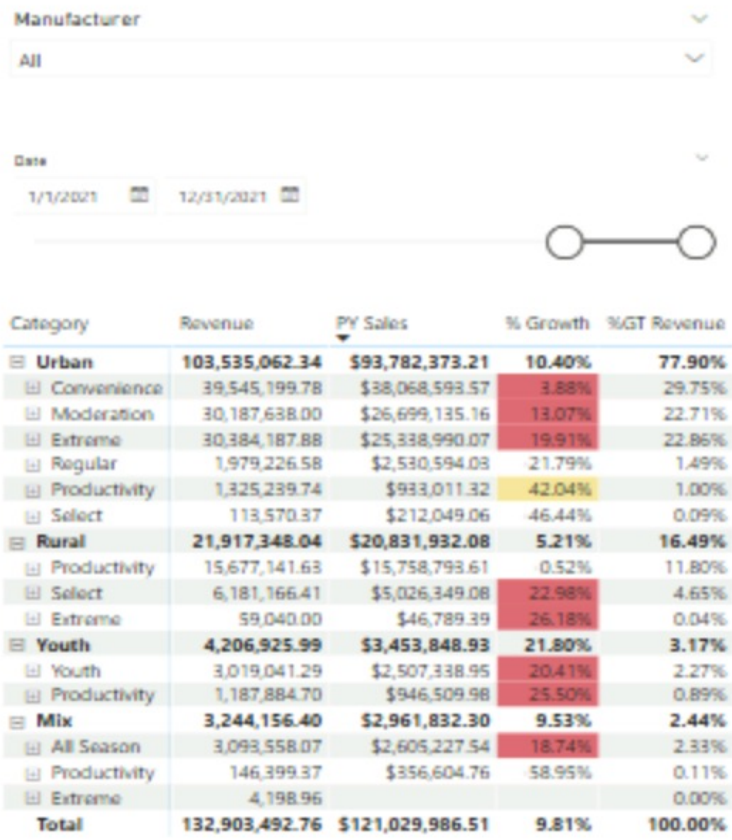
Category	Revenue	PY Sales	% Growth	%GT Revenue
Mix	**8,395,722.52**	**$5,151,566.12**	**62.97%**	**2.31%**
All Season	7,552,582.76	$4,459,024.68	69.38%	2.08%
Extreme	4,198.96			0.00%
Productivity	838,940.81	$692,541.44	21.14%	0.23%
Rural	**63,735,004.68**	**$41,817,656.64**	**52.41%**	**17.56%**
Extreme	147,685.88	$88,645.88	66.60%	0.04%
Productivity	48,183,094.83	$32,505,953.19	48.23%	13.28%
Select	15,404,223.98	$9,223,057.57	67.02%	4.24%
Urban	**280,029,932.94**	**$176,494,870.60**	**58.66%**	**77.17%**
Convenience	113,808,200.98	$74,263,001.21	53.25%	31.36%
Extreme	77,223,309.51	$46,839,121.63	64.87%	21.28%
Moderation	78,292,899.68	$48,105,261.68	62.75%	21.57%
Productivity	3,038,032.86	$1,712,793.13	77.37%	0.84%
Regular	7,050,174.77	$5,070,948.19	39.03%	1.94%
Select	617,315.13	$503,744.77	22.55%	0.17%
Youth	**10,730,209.64**	**$6,523,283.66**	**64.49%**	**2.96%**
Productivity	3,189,217.19	$2,001,332.49	59.35%	0.88%
Youth	7,540,992.45	$4,521,951.17	66.76%	2.08%
Total	**362,890,869.78**	**$229,987,377.02**	**57.79%**	**100.00%**

- **363M,** total revenue current year
- **57,79%,** total %Growth from previous year
- **Urban,** most performing category (77 %GT Revenue)
- **Convenience**, most performing segment (31% GT Revenue)

The market shows strong year-over-year growth (+57,8%), indicating a rapidly expanding and dynamic environment.
This growth creates opportunities for market penetration, but also increases competitive pressure.

Focus on « Sintec », 1st manufacturer in the US in 2021

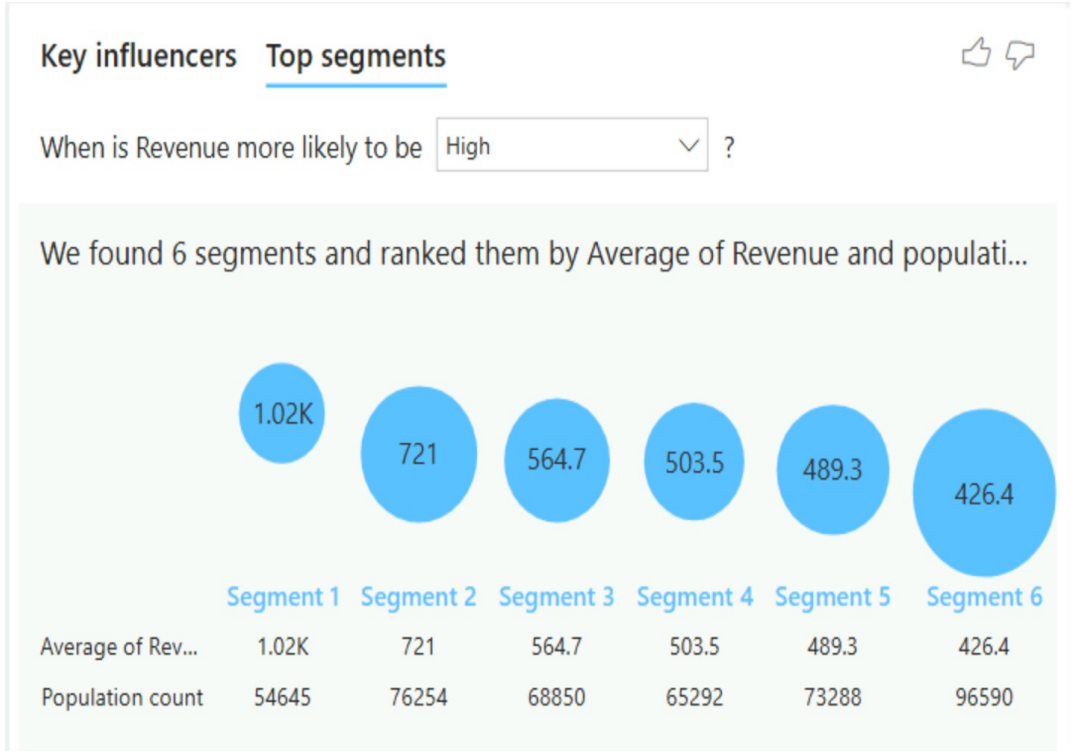


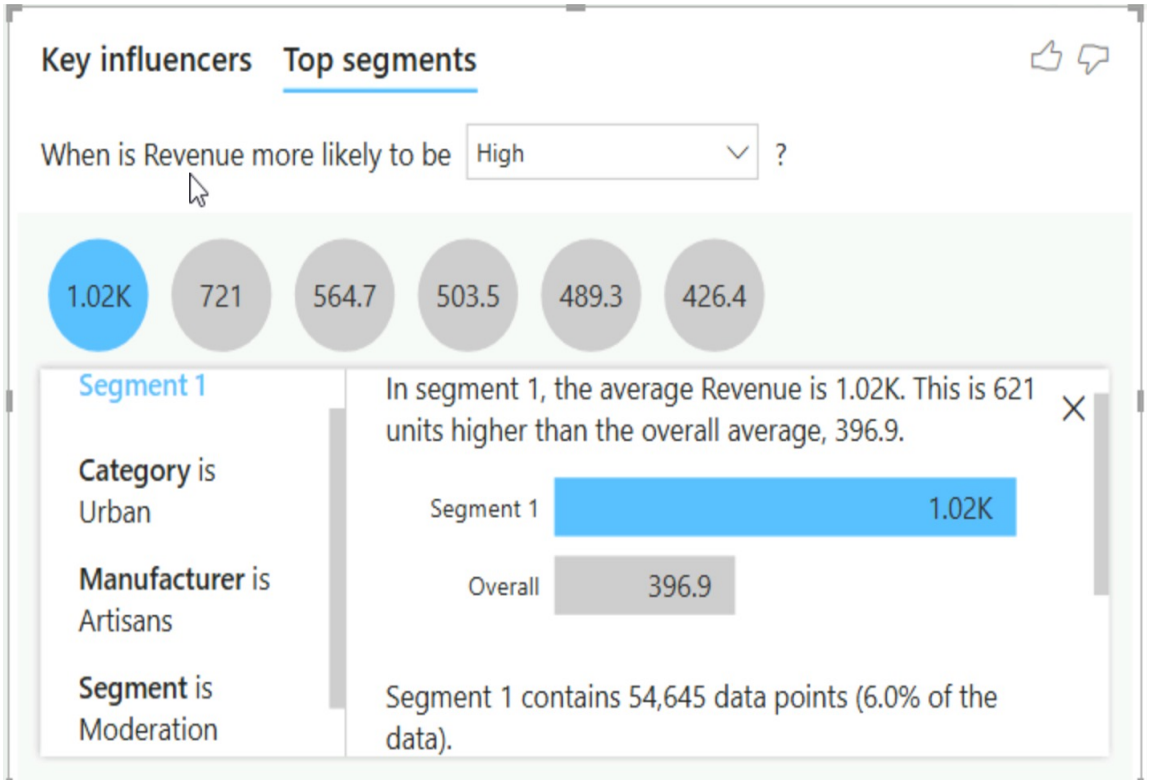


Category	Revenue	PY Sales	% Growth	%GT Revenue
Urban	**103,535,062.34**	**$93,782,373.21**	**10.40%**	**77.90%**
Convenience	39,545,199.78	$38,068,593.57	3.88%	29.75%
Moderation	30,187,638.00	$26,699,135.16	13.07%	22.71%
Extreme	30,384,187.88	$25,338,990.07	19.91%	22.86%
Regular	1,979,226.58	$2,530,594.03	21.79%	1.49%
Productivity	1,325,239.74	$933,011.32	42.04%	1.00%
Select	113,570.37	$212,049.06	46.44%	0.09%
Rural	**21,917,348.04**	**$20,831,932.08**	**5.21%**	**16.49%**
Productivity	15,677,141.63	$15,758,793.61	0.52%	11.80%
Select	6,181,166.41	$5,026,349.08	22.98%	4.65%
Extreme	59,040.00	$46,789.39	26.18%	0.04%
Youth	**4,206,925.99**	**$3,453,848.93**	**21.80%**	**3.17%**
Youth	3,019,041.29	$2,507,338.95	20.41%	2.27%
Productivity	1,187,884.70	$946,509.98	25.50%	0.89%
Mix	**3,244,156.40**	**$2,961,832.30**	**9.53%**	**2.44%**
All Season	3,093,558.07	$2,605,227.54	18.74%	2.33%
Productivity	146,399.37	$356,604.76	58.95%	0.11%
Extreme	4,198.96			0.00%
Total	**132,903,492.76**	**$121,029,986.51**	**9.81%**	**100.00%**

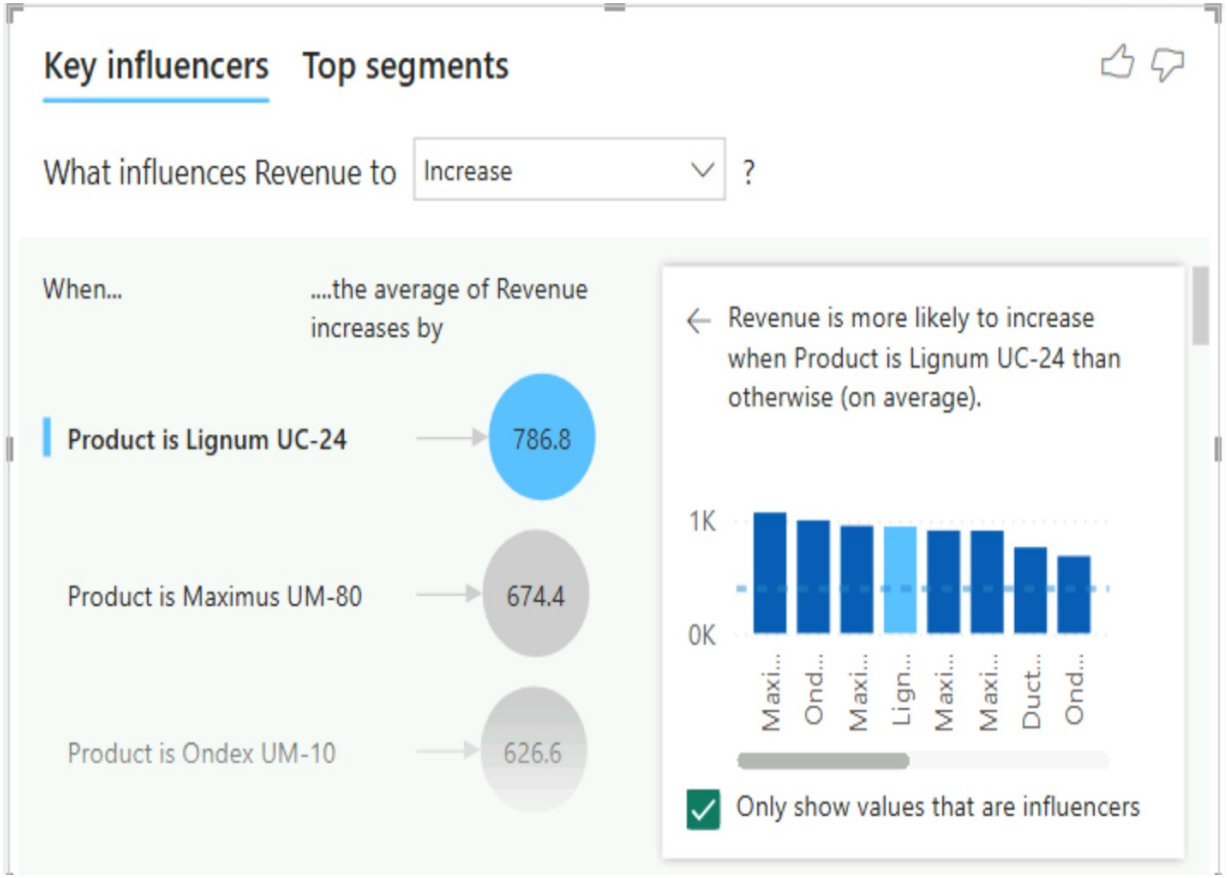
5.3 Key influencers and market segments

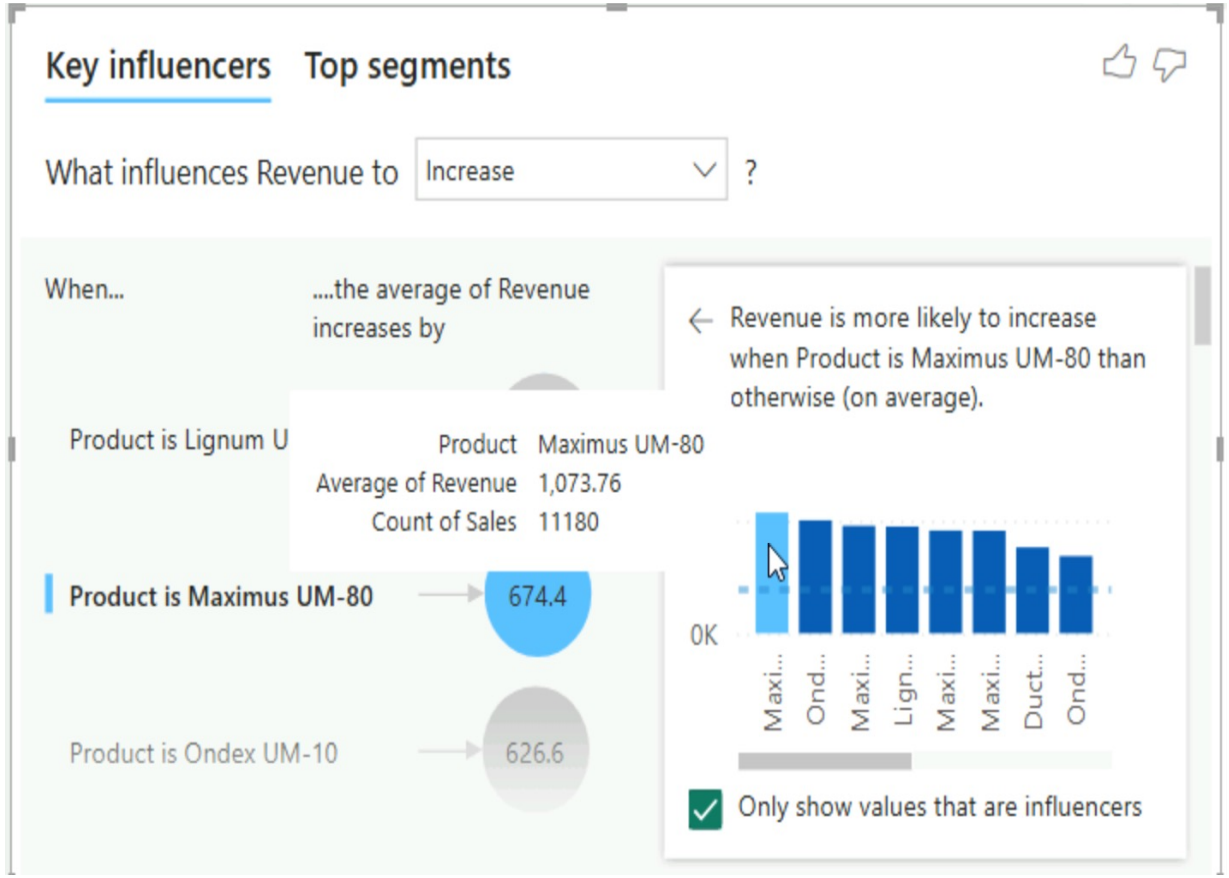
Objective : Finding the most competitive segments and products in the market





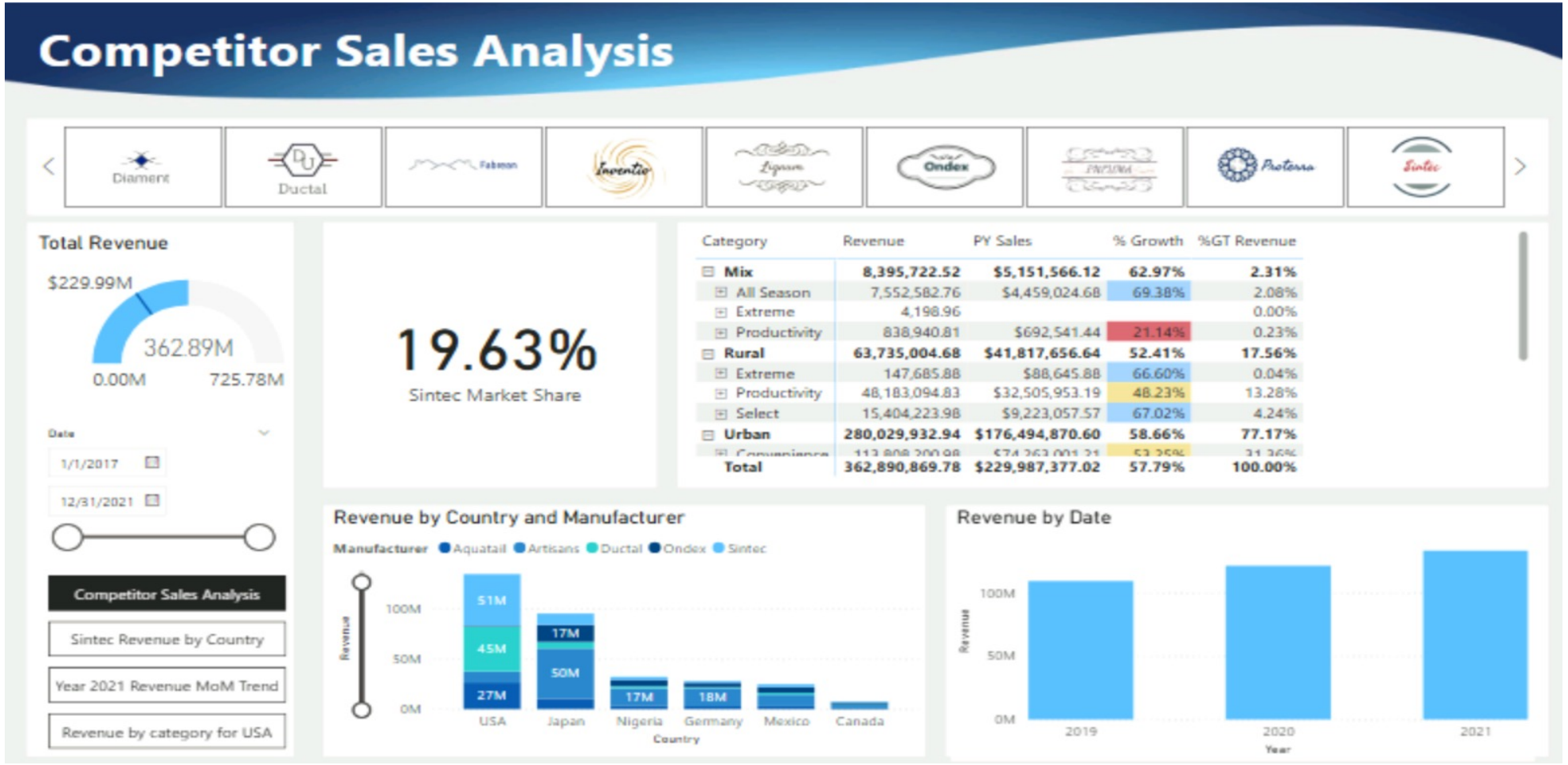
Which products influence the market ?



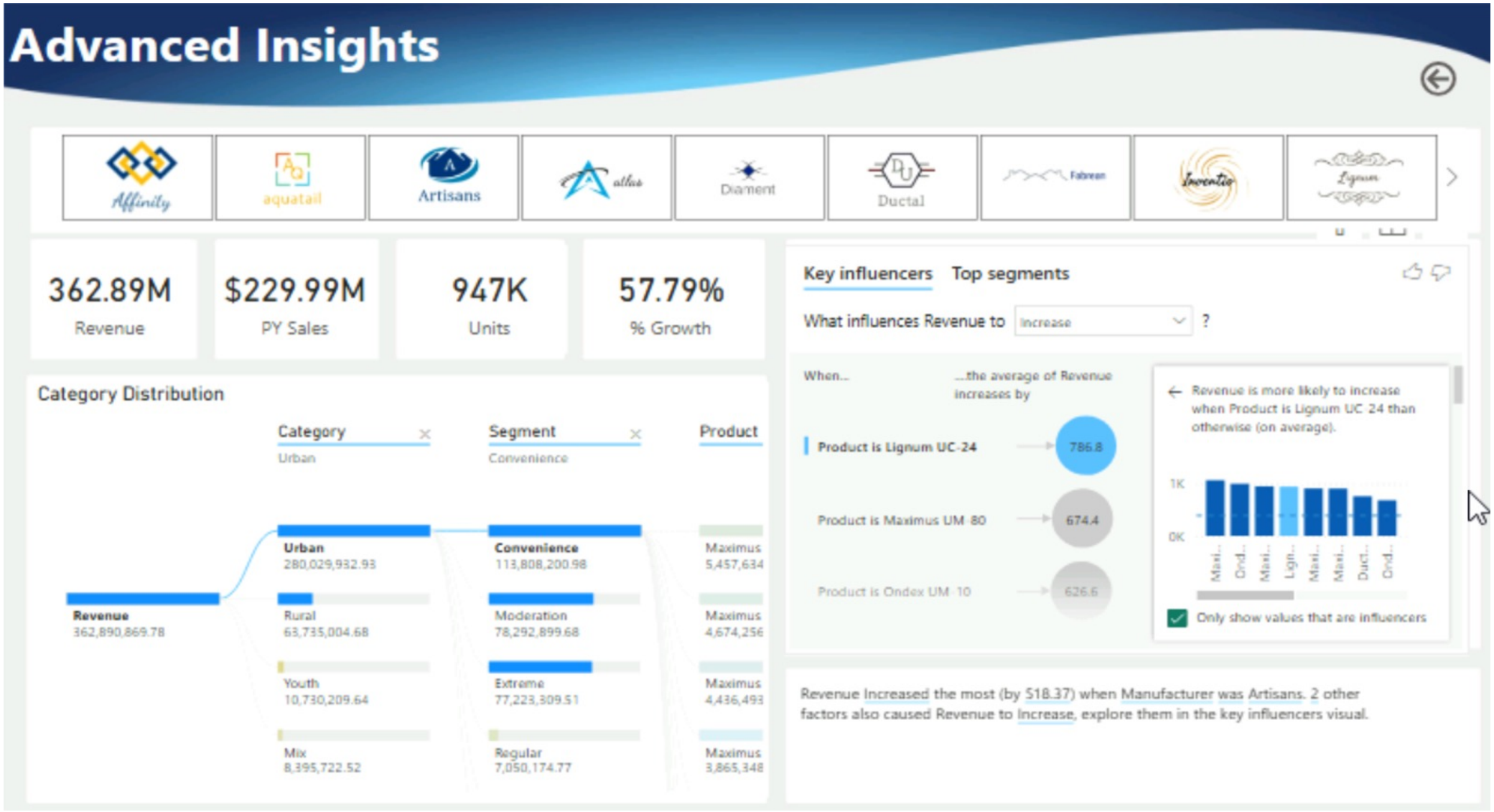


6. Visualization, Dashboard creation

Objective : Exposing clearly business insights on an interactive dashboard



First page of the dashboard, the global view on the market



Second page of the dashboard, insights, key influencers in the market

Conclusion & Recommandations

🔍 Key Takeaways

• The market is **highly concentrated**, with a small number of manufacturers driving most of the revenue.

• Strong **year-over-year growth (+57.8%)** indicates a dynamic and expanding market.

• Revenue is largely driven by the **Urban** category and the **Convenience** segment.

• **Sintec** stands out as the market leader in the US.

• A limited set of products and segments have a **disproportionate influence** on market performance.

🎯 Business Recommendations

• **Monitor** top competitors closely, especially market leaders, to anticipate strategic moves.

• Use **historical growth trends** to support investment and expansion decisions.

• Prioritize **high-performing categories and segments** (Urban / Convenience) to maximize ROI.

• **Leverage key products as growth drivers** and focus resources on high-impact offerings.

• Continuously track KPIs to **detect early market shifts and competitive threats**.