**Power BI Case Study: Sales and Market Share Analysis for Sintec**

**Description**

This Power BI case study demonstrates the creation of a comprehensive sales and market share analysis report for a fictional manufacturing company named Sintec. The report aims to provide valuable insights into internal performance and competitive landscape.

**Data Model and Preparation**

A snowflake schema was designed for the analysis, utilizing fact and dimension tables. Data from multiple sources was accessed and combined. The data underwent transformation and cleaning steps to ensure accuracy and facilitate analysis. Additionally, calculated columns and tables were created to establish necessary relationships within the data model.

**AI-Powered Visualizations**

The report leverages Power BI's built-in AI capabilities for deeper insights:

* Decomposition Tree: Enables users to drill down into specific metrics and identify root causes for trends or variations.
* Key Influencers Visual: Analyzes factors impacting key performance indicators (KPIs), allowing for targeted strategies.
* Smart Narrative Visual: Automatically generates summaries of visuals and reports, providing a concise overview.

**Business Questions Addressed**

The report addresses critical business questions for Sintec:

* Top competitors by revenue
* Best performing segments and products
* Growth trends over time
* Comparative performance against previous year

**Key Insights**

The analysis revealed valuable insights:

* Market Leadership: Sintec holds a dominant position in the USA with a market share of 38.22%, exceeding all competitors.
* Growth Trajectory: Q1 2021 witnessed the highest growth rate of 18.8% compared to the prior year.
* Competitive Landscape: Artisans emerged as the primary competitor in Germany, capturing over 50% of the market share.
* Global Performance: Sintec maintains a solid global market share of 21.15% and demonstrates consistent revenue growth.