

TERADATA COMPANY TASK – SALES DASHBOARD

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Project outlines:

- **First phase: exploring and cleaning the data**
- **Second phase: analysis and designing the dashboard**
- **Main insights**
- **End**

exploring and cleaning the data

- The dataset of the project has 4 tables, one for the customers data, other for the division, another one for the regions, and the last is for the sales data, which we can consider to be our main table in the dataset.
- the date key had a problem as there was some columns with date 29/2/2009 which is wrong as 2009 isn't a leap year, For fixing this problem, I changed the date to the nearest date to it which was 28/2/2009
- Then I loaded the dataset on power query to modify it by changing the type of some columns to their right data type
- Also I created a new derived table which contains the date key and sales amount to use it in calculating the "cumulative sales revenue"

analysis and designing the dashboard

- **For the analysis, I made some measures using DAX, like:**
 - **Total number of orders** (number of orders = $\text{DISTINCTCOUNT}('Sales Table'[Order Number])$)
 - **Net profit** (net profit = $\text{SUM}('Sales Table'[Sales Amount]) - \text{SUM}('Sales Table'[Sales Cost Amount])$)
 - **Gross margin** (gross margin = $(\text{SUM}('Sales Table'[Sales Amount]) - \text{SUM}('Sales Table'[Sales Cost Amount])) / \text{SUM}('Sales Table'[Sales Amount])$)
 - **Average deal size** (average deal size = $\text{SUM}('Sales Table'[Sales Amount]) / \text{DISTINCTCOUNTNOBLANK}('Sales Table'[Order Number])$)
 - **cumulative sales revenue calculated column** (cumulative sales revenue = $\text{CALCULATE}(\text{sum}(\text{cumulative}[\text{Count}]), \text{FILTER}(\text{ALLEXCEPT}(\text{cumulative}, \text{cumulative}[\text{DateKey}]), \text{cumulative}[\text{DateKey}] \leq \text{MAX}(\text{cumulative}[\text{DateKey}]))$)

Main insights

- The sales revenue for the last year is 15690000 million, the number of orders for that period is 1596 orders, the net profit is 6628600 million with gross margin 40%
- The top sold product is the "better large canned shrimp"
- The main customer is "acer superstore"
- The net profit for the company was obtained from the "G2" customer type
- Most of the customers are international customers

End of the project

