

ASSIGNMENT B

1. Customer Retention Analysis:

Analyze customer churn and retention trends.

Task:

- Merge two datasets: customer details and transaction history.
- Create a measure to calculate retention rates.
- Visualize trends using a line chart.

2. Inventory Management Dashboard:

Monitor stock levels and reorder points.

Task:

- Import inventory data with columns like Item Name, Stock, and Reorder Level.
- Create a table to highlight items below reorder levels.
- Use DAX to calculate days to restock based on sales trends.

3. Marketing Campaign Analysis:

Evaluate the performance of marketing campaigns

Task:

- Import datasets on campaigns and sales.
- Link datasets with relationships.
- Visualize ROI by campaign using a column chart and measure.

4. Regional Sales Performance:

Compare sales across regions over time.

Task:

- Import a dataset with Region, Sales, and Year.
- Use a map to visualize sales by region.
- Add a drill-through page for region-specific details.

5. Employee Productivity Analysis:

Track productivity by department.

Task:

- Import data with Employee, Department, and Productivity Scores.
- Create a matrix visual grouped by department.
- Use DAX to calculate department averages.