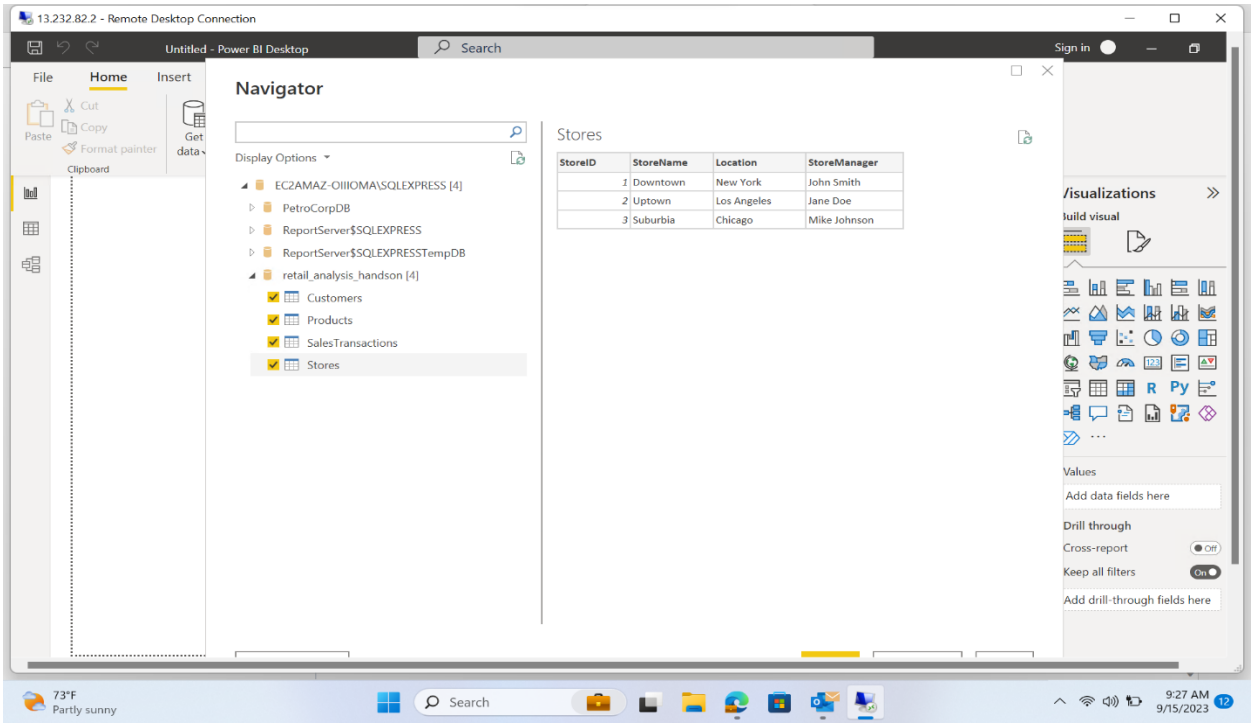
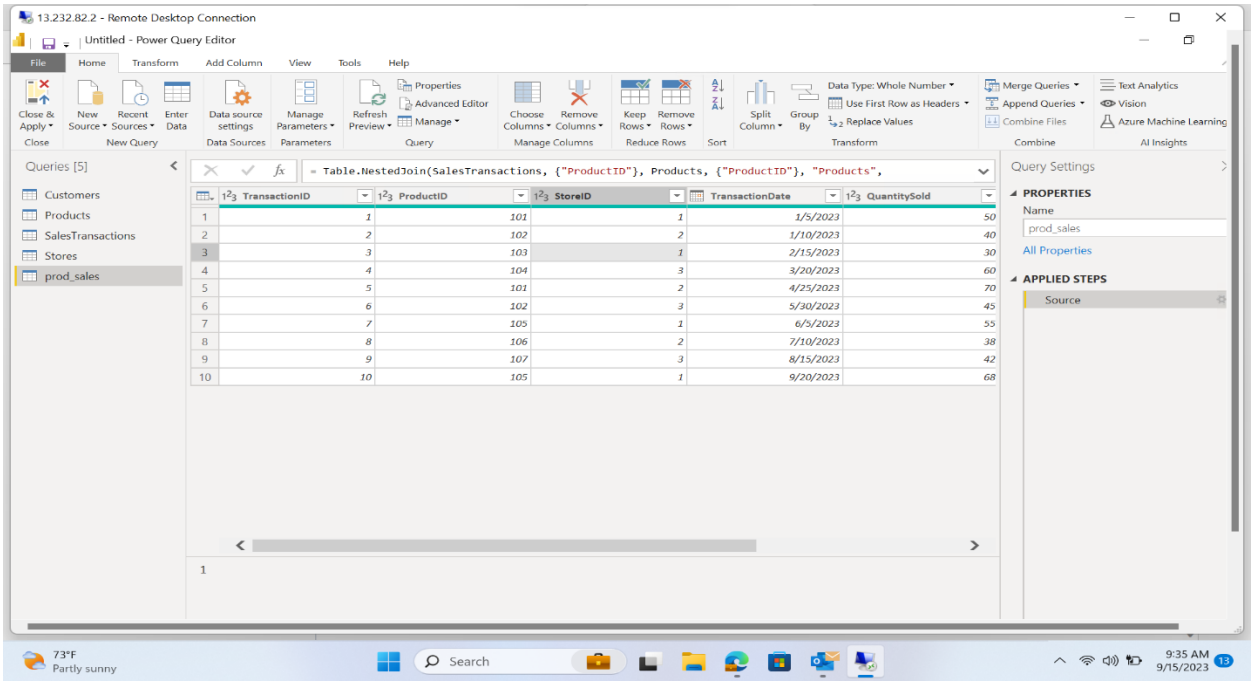
Custom IDA – POWER BI Case study **15 Sept 2023**

Musaddiq Shariff

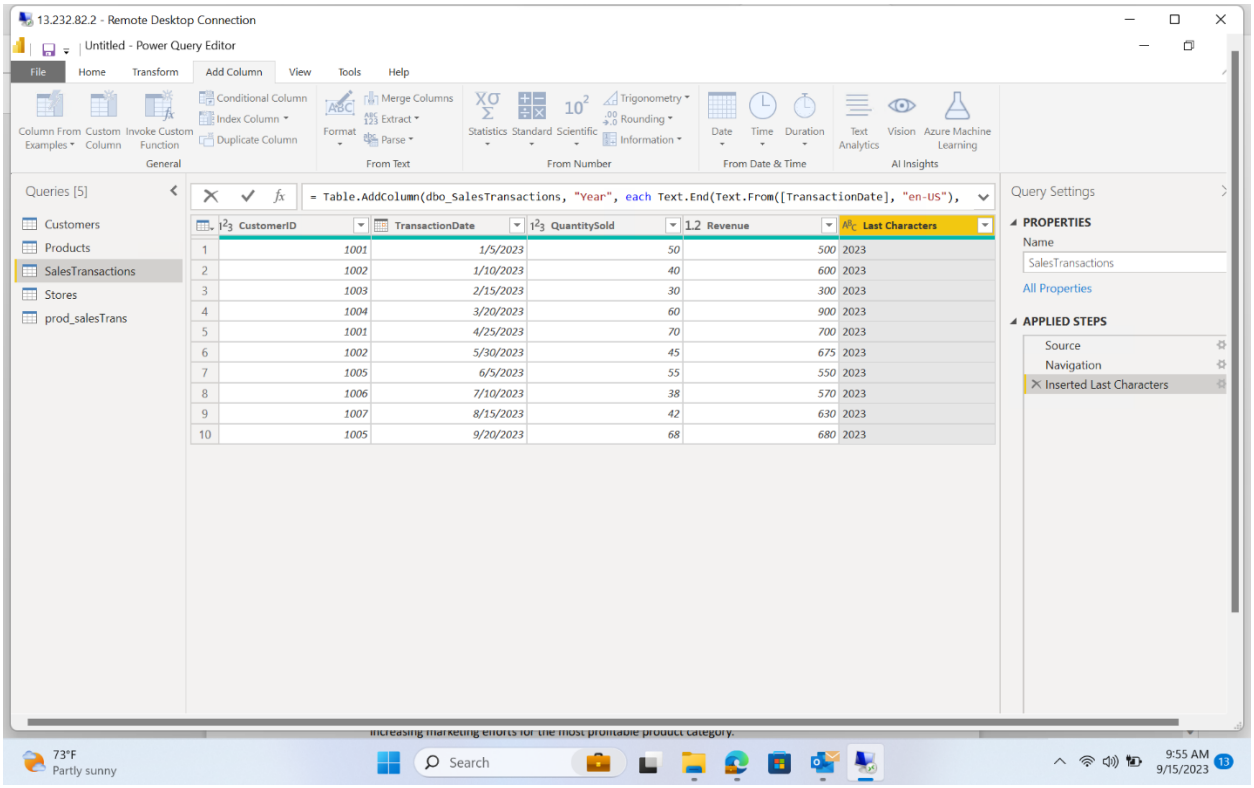
Load Data



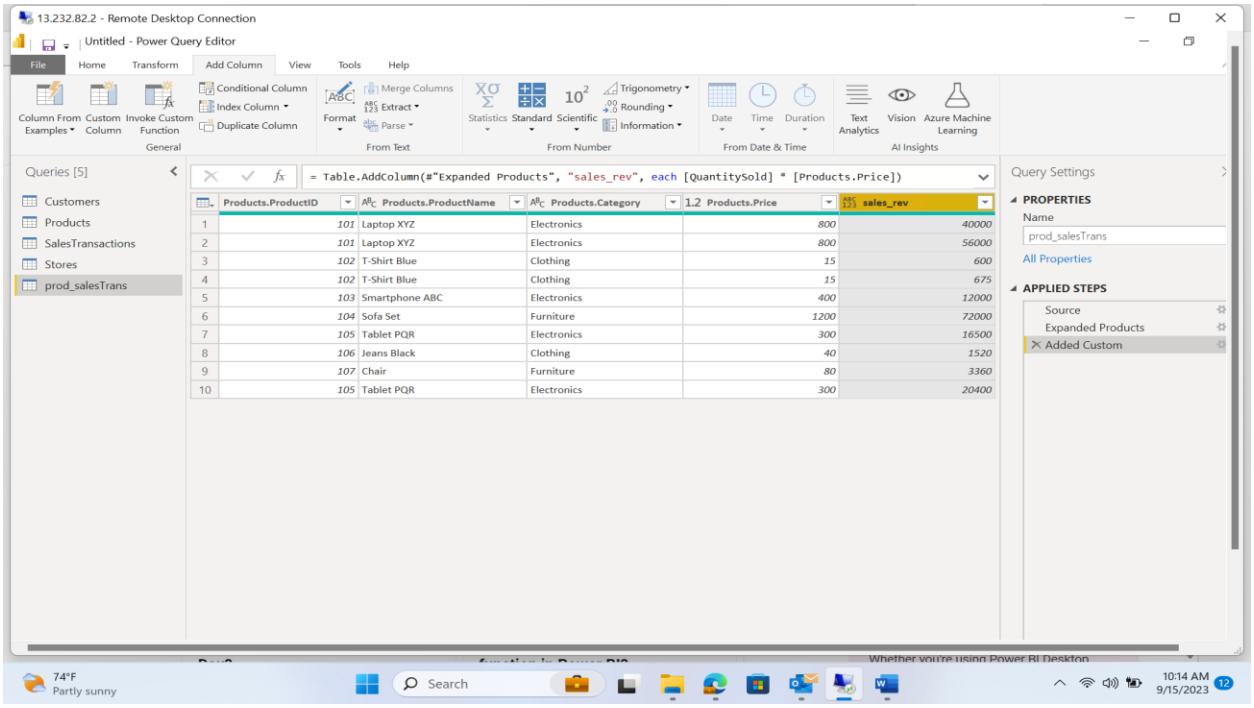
Merge Table



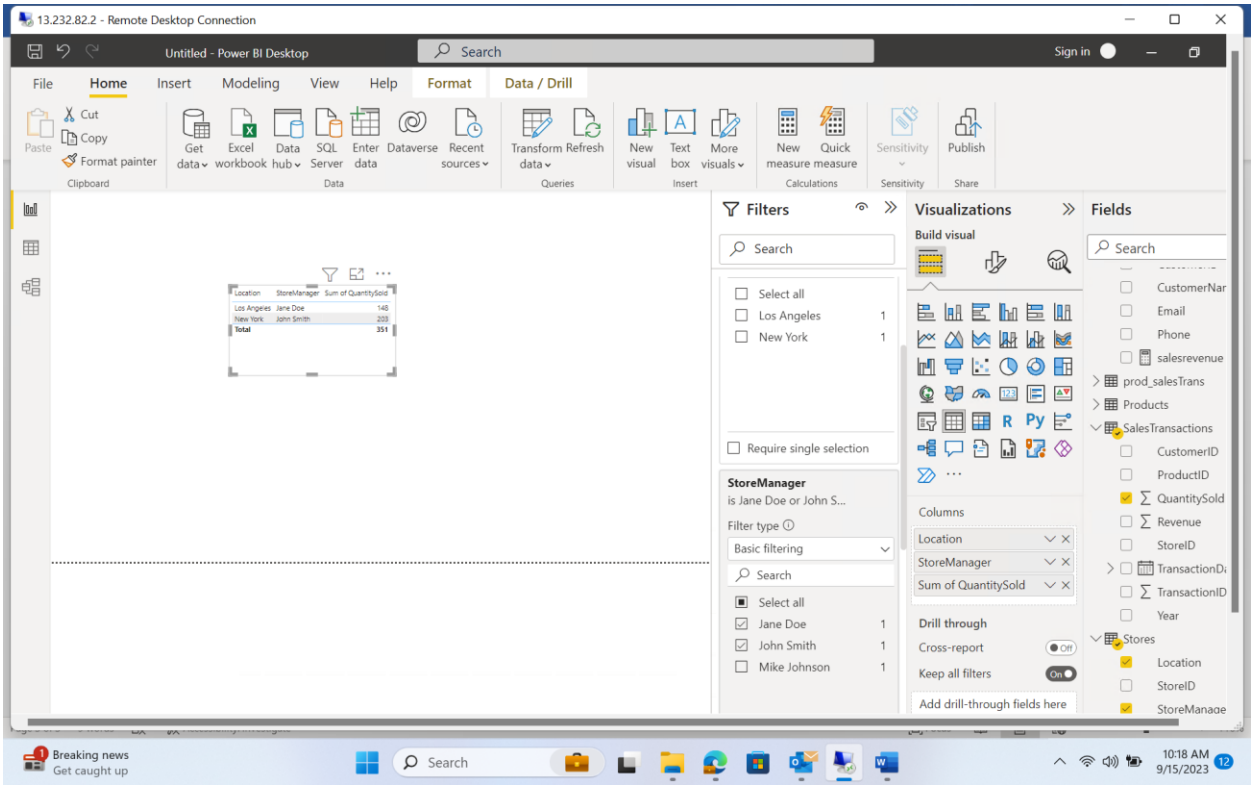
Extract Columns



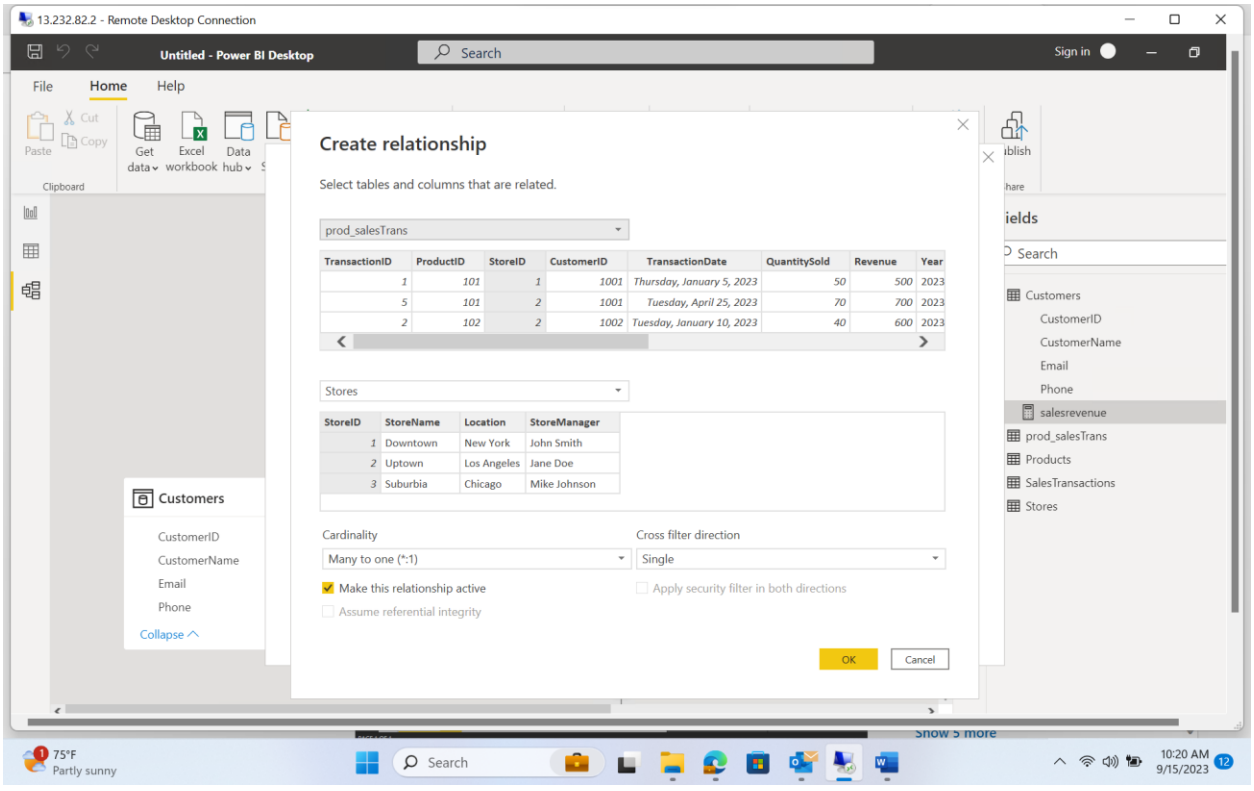
Calculated Column – Sales_rev = price * quantity_sold



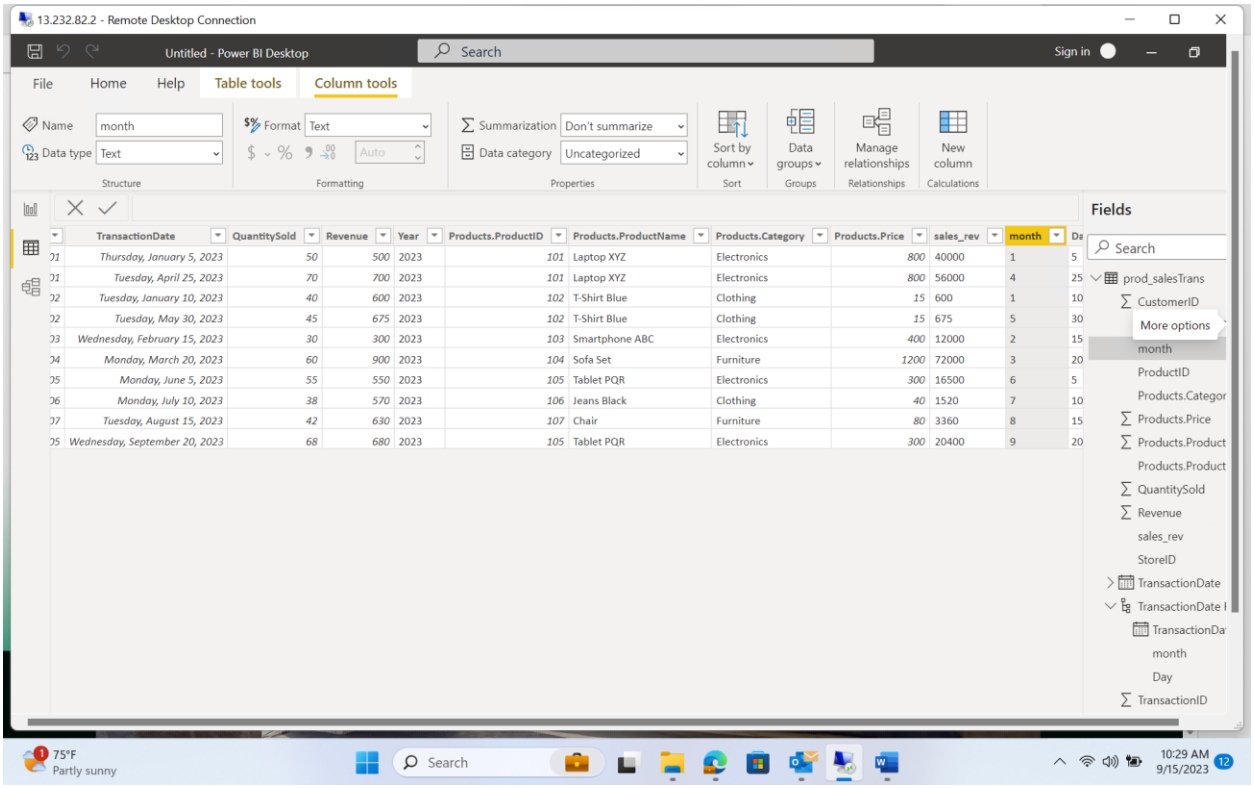
Filter Data



Create Relationships:



Create Hierarchy: Date



TransactionDate	QuantitySold	Revenue	Year	Products.ProductID	Products.ProductName	Products.Category	Products.Price	sales_rev	month	Da
Thursday, January 5, 2023	50	500	2023	101	Laptop XYZ	Electronics	800	40000	1	5
Tuesday, April 25, 2023	70	700	2023	101	Laptop XYZ	Electronics	800	56000	4	25
Tuesday, January 10, 2023	40	600	2023	102	T-Shirt Blue	Clothing	15	600	1	10
Tuesday, May 30, 2023	45	675	2023	102	T-Shirt Blue	Clothing	15	675	5	30
Wednesday, February 15, 2023	30	300	2023	103	Smartphone ABC	Electronics	400	12000	2	15
Monday, March 20, 2023	60	900	2023	104	Sofa Set	Furniture	1200	72000	3	20
Monday, June 5, 2023	55	550	2023	105	Tablet PQR	Electronics	300	16500	6	5
Monday, July 10, 2023	38	570	2023	106	Jeans Black	Clothing	40	1520	7	10
Tuesday, August 15, 2023	42	630	2023	107	Chair	Furniture	80	3360	8	15
Wednesday, September 20, 2023	68	680	2023	105	Tablet PQR	Electronics	300	20400	9	20

1. Who are the top-spending customers based on their total purchase amount?

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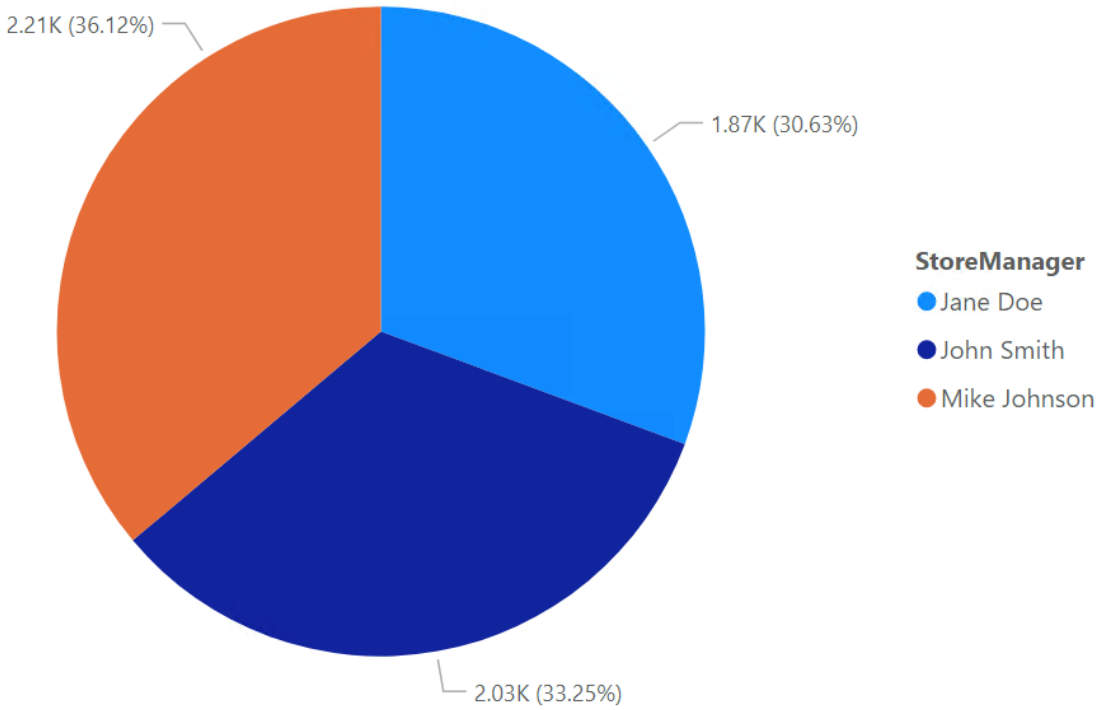
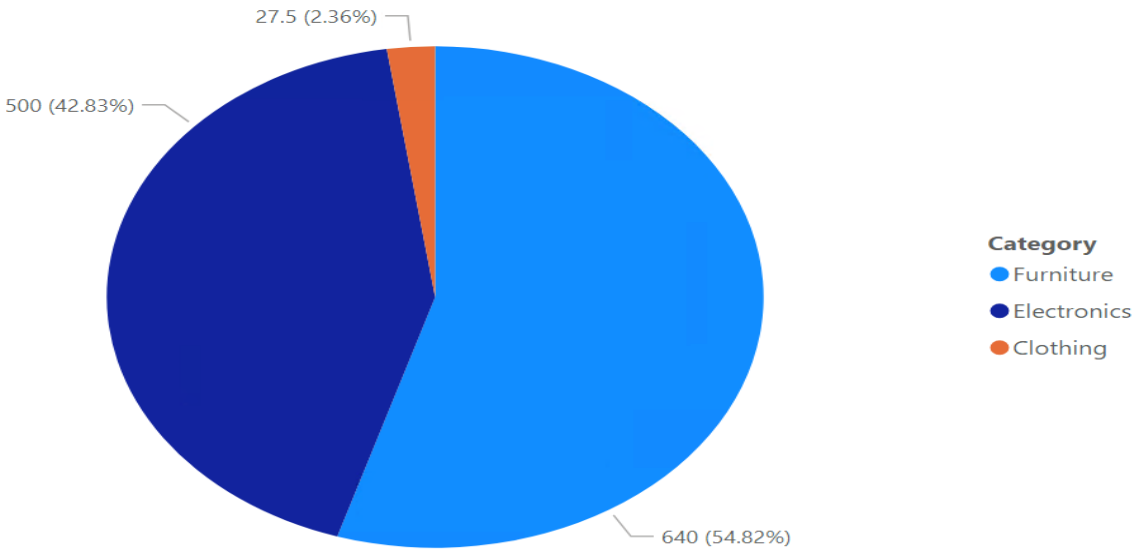
CustomerID	CustomerName	ProductID	Sum of Revenue
1001	Customer A	101	1,200.00
1002	Customer B	102	1,275.00
1003	Customer C	103	300.00
1004	Customer D	104	900.00
1005	Customer E	105	1,230.00
1006	Customer F	106	570.00
1007	Customer G	107	630.00
Total			**6,105.00**

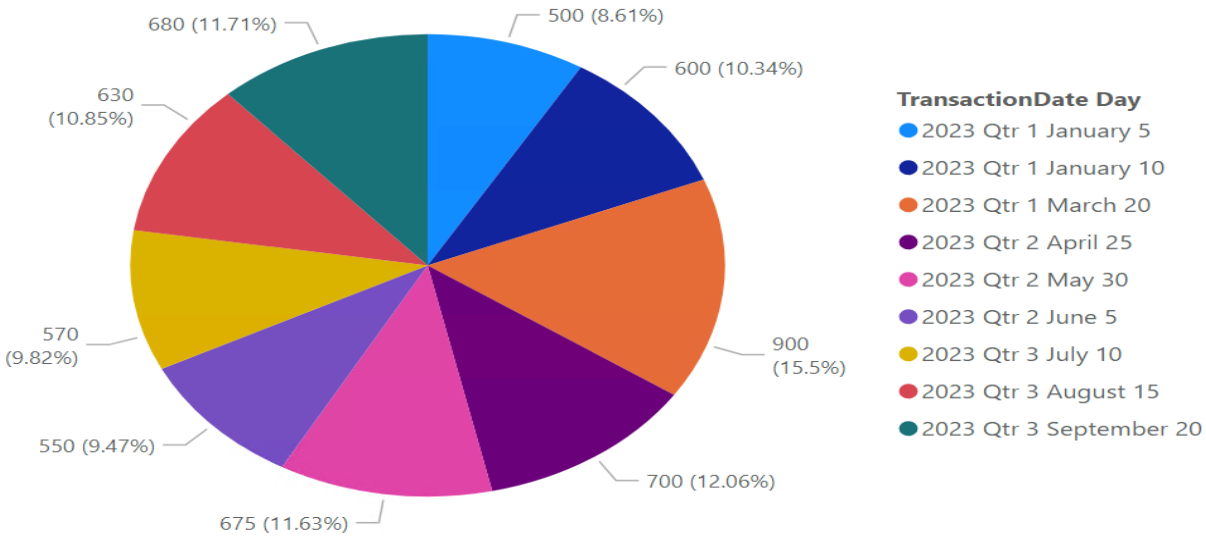
2. How is sales revenue distributed among different store managers?



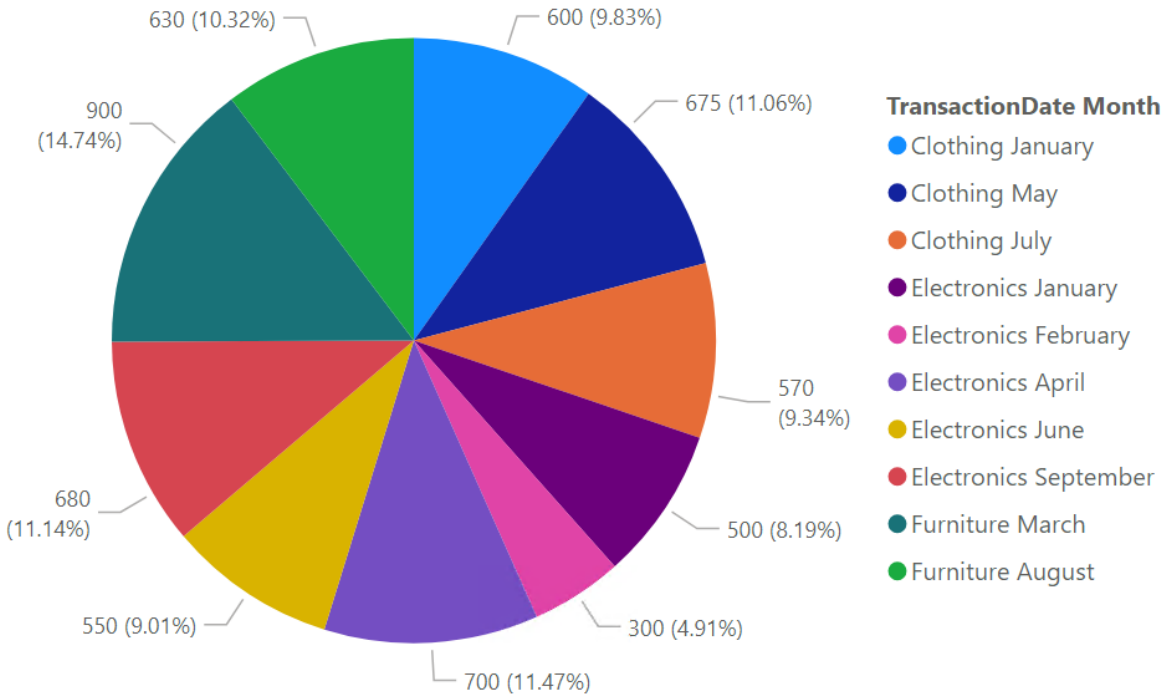
3. What is the average price of products in each category?



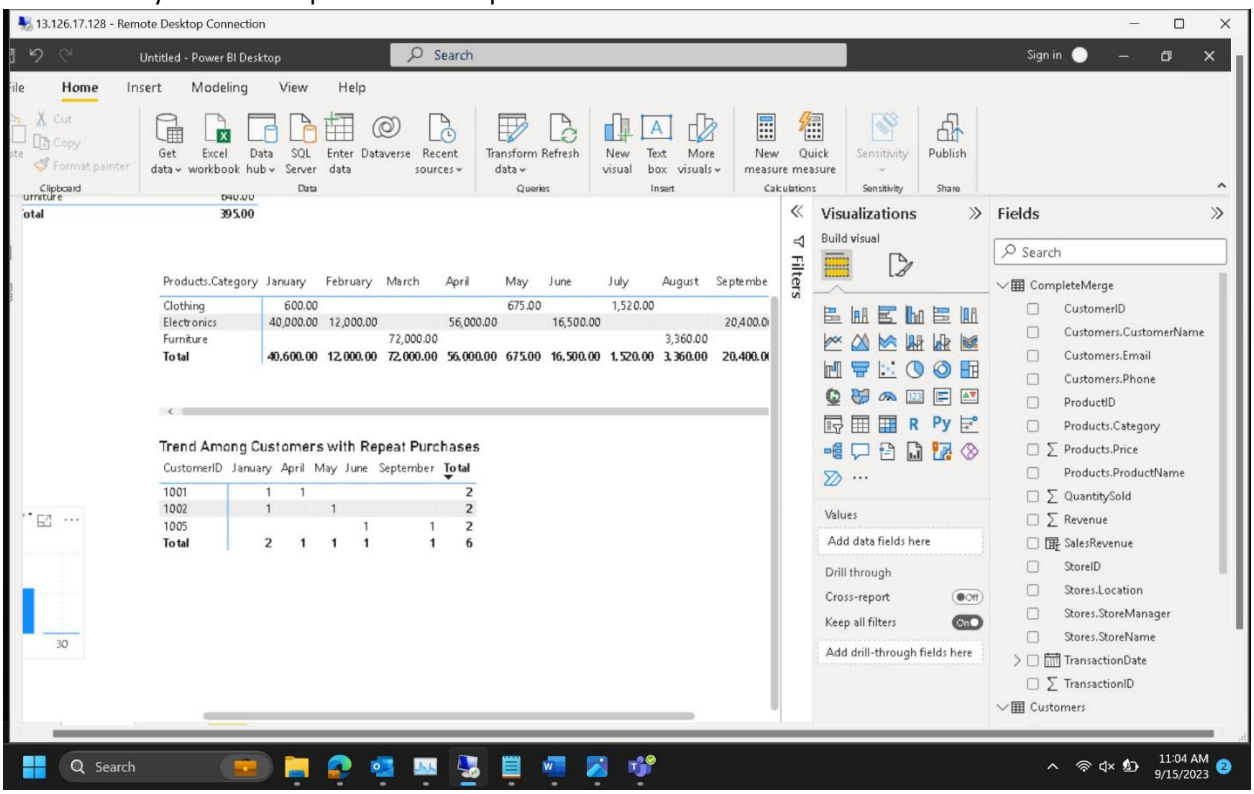
4. Are there specific days of the week when sales are higher?



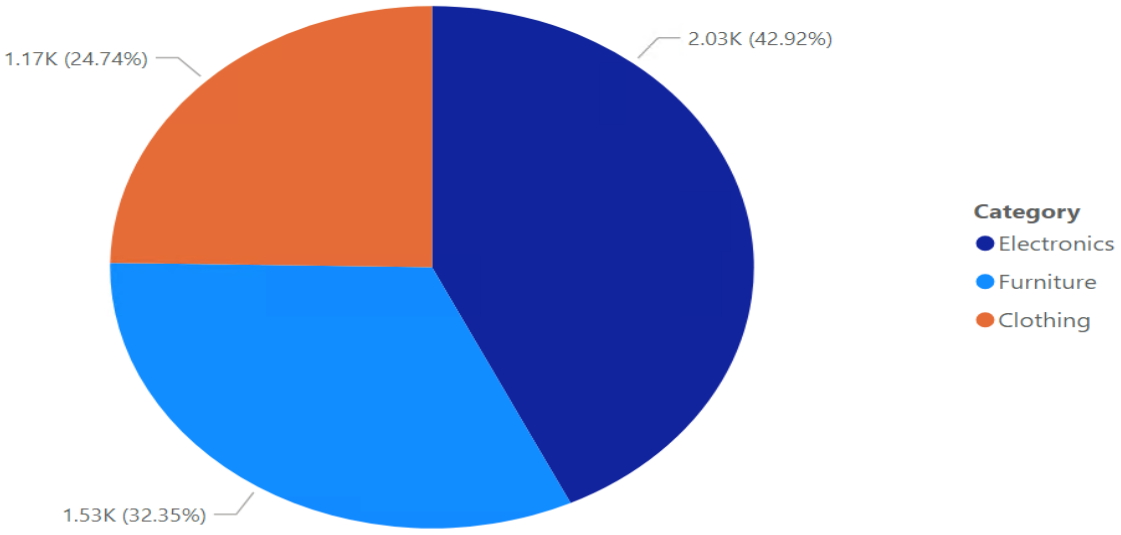
5. How do sales trends vary by product category on a monthly basis?



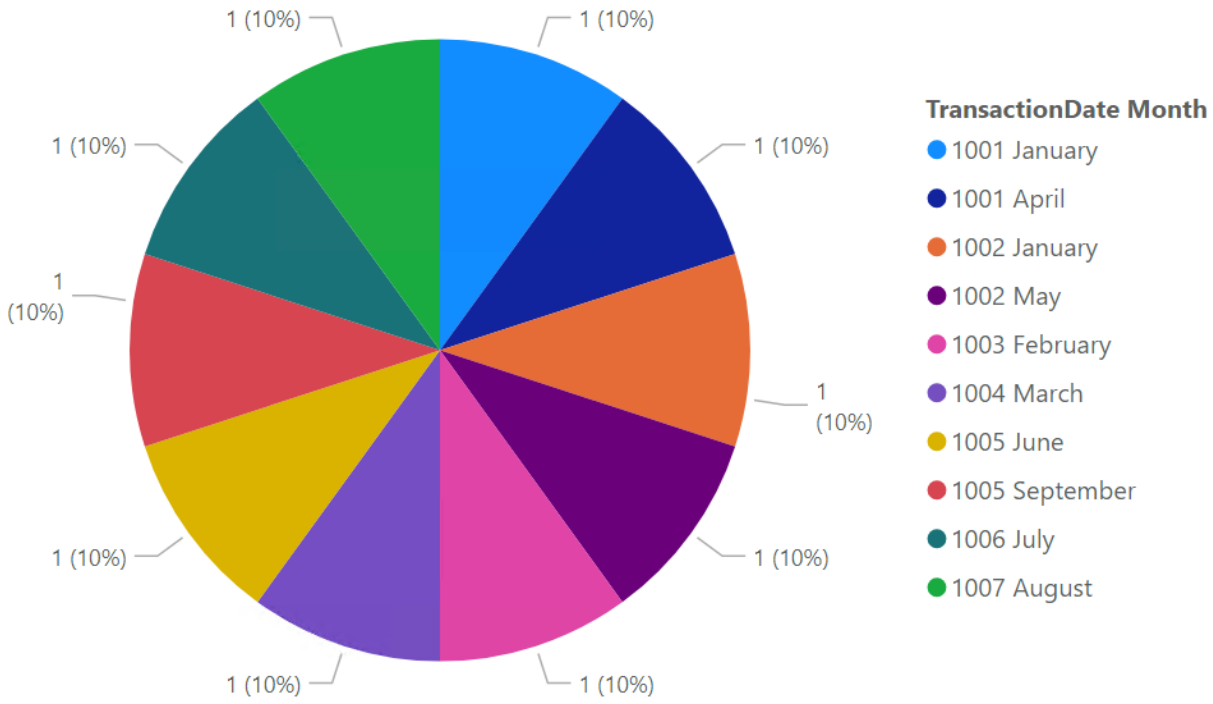
7. Are there any trends in repeat customer purchases?



8. Which product categories perform best at each store location?



9 Are there any trends in repeat customer purchases?


1 (10%)
1 (10%)
1 (10%)
1 (10%)
1 (10%)
1 (10%)
1 (10%)
1 (10%)
1 (10%)
TransactionDate Month
1001 January
1001 April
1002 January
1002 May
1003 February
1004 March
1005 June
1005 September
1006 July
1007 August

Data Insights