

Data Analytics Project

# Sales Analysis Dashboard



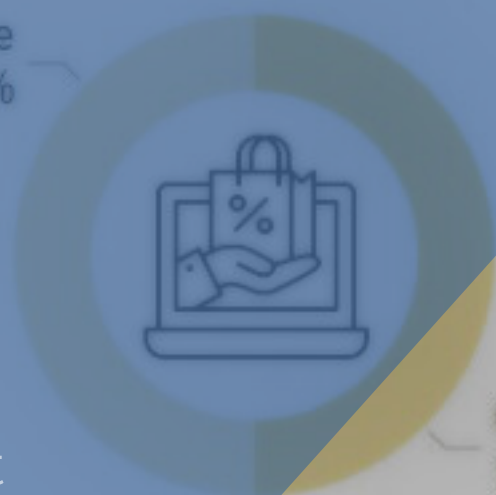
Total Revenue

\$0.94T

Mohammed Nashaat

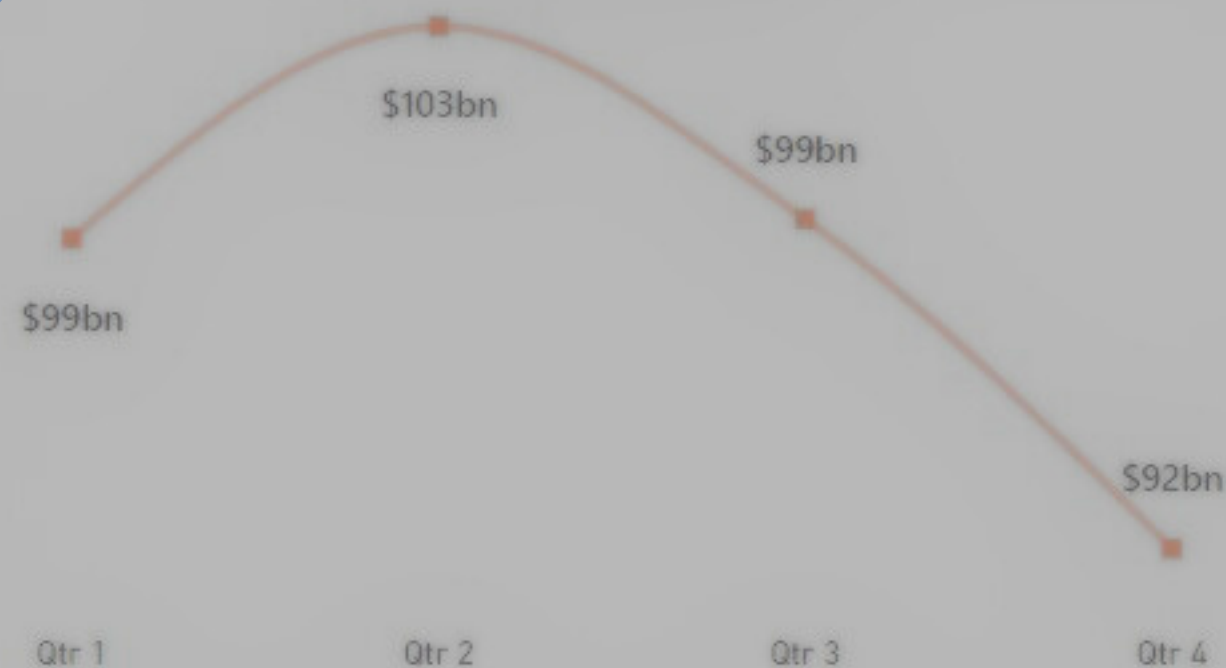
Sales Channel

Online  
50%



Offline  
50%

Net Profit by Quarter



Average Selling Price

1.3M

Average Cost Price

0.9M

# Dataset

AutoSaveOff

Sales Dataset - Protected View - Excel

Mohamed Nasha

FileHomeInsertPage LayoutFormulasDataReviewViewAutomateHelpPower Pivot

CommentsShare

H82/16/2013

	Country	Item Type	Sales Channel	Order Priority	Order Date	Order ID	Ship Date	Units Sold	Unit Price	Unit Cost	L	M	N	O	P	Q	R	S	T	U	V	W	X
156185	Trinidad and Tobago	Vegetables	Offline	L	8/22/2016	792819631	9/9/2016	1802	154.06	90.93													
156186	Guatemala	Snacks	Offline	M	10/21/2016	111262595	11/1/2016	3929	152.58	97.44													
156187	Iraq	Household	Online	H	11/11/2011	139381158	12/1/2011	4837	668.27	502.54													
156188	Montenegro	Meat	Offline	L	12/21/2010	761599147	1/31/2011	2967	421.89	364.69													
156189	Hungary	Beverages	Offline	H	10/13/2016	582652890	11/12/2016	8793	47.45	31.79													
156190	Bulgaria	Vegetables	Online	L	1/31/2014	977591216	3/6/2014	9820	154.06	90.93													
156191	United Kingdom	Baby Food	Online	C	6/10/2011	241775453	6/21/2011	5584	255.28	159.42													
156192	Saint Kitts and Nevis	Office Supplies	Offline	C	9/13/2014	340879428	9/22/2014	2653	651.21	524.96													
156193	Kuwait	Personal Care	Offline	H	8/16/2015	160889470	9/25/2015	9624	81.73	56.67													
156194	Sri Lanka	Snacks	Online	H	10/31/2010	458104407	10/31/2010	2129	152.58	97.44													
156195	Jordan	Cereal	Offline	M	2/25/2013	709135568	2/28/2013	7828	205.7	117.11													
156196	Saint Lucia	Office Supplies	Online	M	7/17/2017	460906779	7/17/2017	1413	651.21	524.96													
156197	Antigua and Barbuda	Household	Offline	L	6/15/2012	680654370	6/19/2012	9609	668.27	502.54													
156198	Luxembourg	Household	Offline	L	11/30/2013	605927169	12/18/2013	6169	668.27	502.54													
156199	Dominican Republic	Cereal	Online	H	4/14/2016	894586503	4/19/2016	6881	205.7	117.11													
156200	Sao Tome and Principe	Snacks	Offline	C	3/21/2011	474806201	4/12/2011	4561	152.58	97.44													
156201	Rwanda	Fruits	Offline	L	2/20/2014	595072591	3/25/2014	4058	9.33	6.92													
156202	Nicaragua	Beverages	Online	M	1/17/2015	774184501	3/3/2015	7253	47.45	31.79													
156203	Thailand	Vegetables	Offline	C	7/22/2012	151253259	8/16/2012	8055	154.06	90.93													
156204	Botswana	Snacks	Online	L	2/27/2010	635702693	3/30/2010	7408	152.58	97.44													
156205	San Marino	Personal Care	Offline	H	5/24/2012	157269132	6/26/2012	8286	81.73	56.67													
156206	Azerbaijan	Beverages	Offline	M	7/7/2013	316001403	8/15/2013	692	47.45	31.79													
156207	Libya	Beverages	Online	C	5/27/2016	532260835	6/15/2016	6664	47.45	31.79													
156208	Ukraine	Personal Care	Online	L	8/29/2013	296721255	10/4/2013	5268	81.73	56.67													
156209	Senegal	Beverages	Offline	H	1/31/2014	520368993	2/11/2014	7604	47.45	31.79													
156210	Luxembourg	Snacks	Offline	L	3/9/2016	384502875	3/15/2016	1800	152.58	97.44													
156211	Saudi Arabia	Cereal	Online	L	12/21/2011	490734231	2/6/2012	8019	205.7	117.11													
156212	Kenya	Office Supplies	Offline	L	6/7/2013	610986888	7/22/2013	3452	651.21	524.96													
156213	Kosovo	Meat	Online	C	12/3/2010	137497174	12/30/2010	7324	421.89	364.69													
156214	Madagascar	Beverages	Offline	H	10/11/2014	332813918	10/18/2014	5889	47.45	31.79													
156215	Honduras	Cereal	Offline	C	9/9/2013	279798448	9/24/2013	7433	205.7	117.11													
156216	South Sudan	Meat	Online	H	5/6/2016	931624591	5/21/2016	7274	421.89	364.69													
156217	San Marino	Office Supplies	Online	M	5/7/2017	161778676	6/13/2017	2760	651.21	524.96													
156218	Republic of the Congo	Fruits	Offline	C	2/26/2016	414059531	4/15/2016	8271	9.33	6.92													
156219	Guinea	Cereal	Online	H	4/13/2013	152578485	5/15/2013	219	205.7	117.11													
156220	Oman	Baby Food	Offline	H	2/10/2014	611759364	2/14/2014	2045	255.28	159.42													
156221	Canada	Cereal	Online	L	7/3/2017	846338498	8/22/2017	9224	205.7	117.11													
156222	Costa Rica	Fruits	Offline	C	1/11/2012	881364715	2/18/2012	4260	9.33	6.92													
156223	Mongolia	Vegetables	Online	L	1/14/2010	362199342	1/18/2010	1689	154.06	90.93													
156224	Lebanon	Fruits	Online	H	8/6/2013	804516208	8/26/2013	3079	9.33	6.92													
156225	New Zealand	Personal Care	Offline	M	9/5/2010	644301640	9/27/2010	2028	81.73	56.67													
156226	Kenya	Baby Food	Offline	M	11/1/2016	187854468	12/5/2016	9167	255.28	159.42													
156227	Papua New Guinea	Cereal	Offline	M	10/26/2010	261786019	12/7/2010	7155	205.7	117.11													

Sheet31000000 Sales Records

Ready

100%



# PowerQuery

SalesDashboard - Power Query Editor

HomeTransformAdd ColumnViewToolsHelp

New SourceRecent SourcesEnter DataData source settingsData Sources

Manage ParametersParameters

Refresh PreviewAdvanced EditorQuery

Choose ColumnsRemove ColumnsManage Columns

Keep RowsRemove RowsReduce Rows

Sort

Split ColumnGroup By

Data Type: TextUse First Row as HeadersReplace ValuesTransform

Merge QueriesAppend QueriesCombine FilesCombine

Text AnalyticsVisionAzure Machine LearningAI Insights

fx

= Table.RenameColumns(#"Removed Columns (Order Date & OrderID)",{"Ship Date", "Date"})

	Region	Country	Item Type	Sales Channel	Order Priority	Date	Units Sold	Unit Price	Unit Cost
1	Sub-Saharan Africa	South Africa	Fruits	Offline	Medium	7/28/2012	1593	9.33	6.92
2	Middle East and North Africa	Morocco	Clothes	Online	Medium	10/19/2013	4611	109.28	35.84
3	Australia and Oceania	Papua New Guinea	Meat	Offline	Medium	6/4/2015	360	421.89	364.69
4	Sub-Saharan Africa	Djibouti	Clothes	Offline	High	7/2/2017	562	109.28	35.84
5	Europe	Slovakia	Beverages	Offline	Low	12/4/2016	3973	47.45	31.79
6	Asia	Sri Lanka	Fruits	Online	Low	12/18/2011	1379	9.33	6.92
7	Sub-Saharan Africa	Seychelles	Beverages	Online	Medium	2/16/2013	597	47.45	31.79
8	Sub-Saharan Africa	Tanzania	Beverages	Online	Low	1/16/2017	1476	47.45	31.79
9	Sub-Saharan Africa	Ghana	Office Supplies	Online	Low	4/15/2017	896	651.21	524.96
10	Sub-Saharan Africa	Tanzania	Cosmetics	Offline	Low	5/24/2016	7768	437.2	263.33
11	Asia	Taiwan	Fruits	Offline	Medium	2/23/2014	8034	9.33	6.92
12	Middle East and North Africa	Algeria	Cosmetics	Online	Medium	2/24/2011	9669	437.2	263.33
13	Asia	Singapore	Snacks	Online	Critical	2/7/2013	7676	152.58	97.44
14	Australia and Oceania	Papua New Guinea	Clothes	Offline	Low	7/14/2011	9092	109.28	35.84
15	Asia	Vietnam	Personal Care	Online	Medium	5/6/2010	7984	81.73	56.67
16	Sub-Saharan Africa	Uganda	Personal Care	Online	Medium	7/21/2014	451	81.73	56.67
17	Sub-Saharan Africa	Zimbabwe	Office Supplies	Offline	Critical	4/8/2011	9623	651.21	524.96
18	Sub-Saharan Africa	Ethiopia	Cosmetics	Online	Medium	7/25/2011	662	437.2	263.33
19	Europe	France	Cosmetics	Online	Medium	1/18/2016	5758	437.2	263.33
20	Central America and the Caribbean	The Bahamas	Personal Care	Online	Critical	2/21/2011	9137	81.73	56.67
21	Central America and the Caribbean	Haiti	Office Supplies	Online	Critical	1/31/2011	2052	651.21	524.96
22	Central America and the Caribbean	Nicaragua	Household	Online	Critical	12/7/2015	7791	668.27	502.54
23	Asia	Turkmenistan	Vegetables	Online	Medium	6/2/2015	6670	154.06	90.93
24	Europe	United Kingdom	Cosmetics	Online	Low	5/16/2015	1038	437.2	263.33
25	Central America and the Caribbean	Dominican Republic	Baby Food	Offline	High	9/24/2011	274	255.28	159.42
26	Asia	China	Office Supplies	Online	Medium	3/29/2016	5791	651.21	524.96
27	Sub-Saharan Africa	Uganda	Cosmetics	Online	Medium	3/15/2015	6031	437.2	263.33
28	Middle East and North Africa	Kuwait	Household	Offline	Critical	7/21/2011	1466	668.27	502.54
29	Middle East and North Africa	United Arab Emirates	Office Supplies	Online	Medium	7/6/2012	9603	651.21	524.96
30	Europe	Estonia	Household	Offline	High	10/21/2011	9976	668.27	502.54
31	Asia	Malaysia	Beverages	Online	Medium	12/28/2014	9154	47.45	31.79
32	Australia and Oceania	Vanuatu	Fruits	Online	Critical	11/11/2013	5735	9.33	6.92
33	Asia	India	Snacks	Online	Low	11/20/2012	5349	152.58	97.44
34	Australia and Oceania	Samoa	Household	Online	Low	12/8/2016	5657	668.27	502.54
35	Asia	Kazakhstan	Snacks	Online	Low	10/25/2013	1352	152.58	97.44
36	Europe	Czech Republic	Cosmetics	Online	High	4/26/2014	9157	437.2	263.33
37	Europe	Belgium	Personal Care	Online	High	11/20/2011	2827	81.73	56.67

Query Settings

PROPERTIES

NameSalesTable

All Properties

APPLIED STEPS

Source

Navigation

Changed Type

Order Priority Replaced Value

Order Priority Replaced Value2

Order Priority Replaced Value3

Order Priority Replaced Value4

Removed Columns (Order Date & OrderID)

Renamed Columns (ShipDate to Date)

# PowerBI DAX

SalesDashboard - Power BI Desktop

Search

Sign in

FileHomeHelpTable tools

NameSalesTable

Structure

Mark as date table  
Calendars

Manage relationships  
Relationships

New measure

Quick measure

New column

New table

Calculations

Table

Grid

Table

Region	Country	Item Type	Sales Channel	Order Priority	Date	Units Sold	Unit Price	Unit Cost	Total Revenue	Total Cost	Net Profit
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Friday, February 14, 2014	6590	205.7	117.11	\$1,355,563	\$771,754.9	\$583,808.1
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Monday, February 25, 2013	4855	205.7	117.11	\$998,673.5	\$568,569.05	\$430,104.45
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Tuesday, February 10, 2015	4548	205.7	117.11	\$935,523.6	\$532,616.28	\$402,907.32
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Wednesday, January 27, 2016	5174	205.7	117.11	\$1,064,291.8	\$605,927.14	\$458,364.66
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Tuesday, April 1, 2014	4926	205.7	117.11	\$1,013,278.2	\$576,883.86	\$436,394.34
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Sunday, December 14, 2014	7334	205.7	117.11	\$1,508,603.8	\$858,884.74	\$649,719.06
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Sunday, March 21, 2010	1088	205.7	117.11	\$223,801.6	\$127,415.68	\$96,385.92
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Tuesday, September 10, 2013	6284	205.7	117.11	\$1,292,618.8	\$735,919.24	\$556,699.56
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Tuesday, February 10, 2015	3994	205.7	117.11	\$821,565.8	\$467,737.34	\$353,828.46
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Saturday, July 3, 2010	8462	205.7	117.11	\$1,740,633.4	\$990,984.82	\$749,648.58
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Wednesday, May 25, 2016	1979	205.7	117.11	\$407,080.3	\$231,760.69	\$175,319.61
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Wednesday, February 1, 2017	9513	205.7	117.11	\$1,956,824.1	\$1,114,067.43	\$842,756.67
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Wednesday, February 12, 2014	6035	205.7	117.11	\$1,241,399.5	\$706,758.85	\$534,640.65
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Friday, December 28, 2012	7641	205.7	117.11	\$1,571,753.7	\$894,837.51	\$676,916.19
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Monday, March 30, 2015	4429	205.7	117.11	\$911,045.3	\$518,680.19	\$392,365.11
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Saturday, June 11, 2011	9495	205.7	117.11	\$1,953,121.5	\$1,111,959.45	\$841,162.05
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Sunday, February 7, 2016	3497	205.7	117.11	\$719,332.9	\$409,533.67	\$309,799.23
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Sunday, July 9, 2017	374	205.7	117.11	\$76,931.8	\$43,799.14	\$33,132.66
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Thursday, June 7, 2012	8998	205.7	117.11	\$1,850,888.6	\$1,053,755.78	\$797,132.82
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Saturday, January 31, 2015	6225	205.7	117.11	\$1,280,482.5	\$729,009.75	\$551,472.75
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Sunday, November 17, 2013	3644	205.7	117.11	\$749,570.8	\$426,748.84	\$322,821.96
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Thursday, June 13, 2013	3338	205.7	117.11	\$686,626.6	\$390,913.18	\$295,713.42
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Tuesday, July 23, 2013	7393	205.7	117.11	\$1,520,740.1	\$865,794.23	\$654,945.87
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Friday, March 9, 2012	5498	205.7	117.11	\$1,130,938.6	\$643,870.78	\$487,067.82
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Friday, June 15, 2012	6213	205.7	117.11	\$1,278,014.1	\$727,604.43	\$550,409.67
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Wednesday, April 8, 2015	2198	205.7	117.11	\$452,128.6	\$257,407.78	\$194,720.82
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Friday, February 21, 2014	3249	205.7	117.11	\$668,319.3	\$380,490.39	\$287,828.91
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Saturday, October 9, 2010	9176	205.7	117.11	\$1,887,503.2	\$1,074,601.36	\$812,901.84
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Monday, May 2, 2011	8373	205.7	117.11	\$1,722,326.1	\$980,562.03	\$741,764.07
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Thursday, March 18, 2010	9979	205.7	117.11	\$2,052,680.3	\$1,168,640.69	\$884,039.61
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Wednesday, May 10, 2017	227	205.7	117.11	\$46,693.9	\$26,583.97	\$20,109.93
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Tuesday, November 4, 2014	3279	205.7	117.11	\$674,490.3	\$384,003.69	\$290,486.61
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Saturday, April 23, 2011	604	205.7	117.11	\$124,242.8	\$70,734.44	\$53,508.36
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Friday, October 30, 2015	2228	205.7	117.11	\$458,299.6	\$260,921.08	\$197,378.52
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Monday, January 7, 2013	5410	205.7	117.11	\$1,112,837	\$633,565.1	\$479,271.9
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Monday, October 17, 2016	1585	205.7	117.11	\$326,034.5	\$185,619.35	\$140,415.15
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Tuesday, October 2, 2012	5250	205.7	117.11	\$1,079,925	\$614,827.5	\$465,097.5
Sub-Saharan Africa	Angola	Cereal	Offline	Medium	Friday, April 10, 2015	3585	205.7	117.11	\$737,434.5	\$419,839.35	\$317,595.15

Data

Search

SalesTable

Average Cost Price

Average Selling Price

Country

Date

Item Type

Net Profit

Order Priority

Profit Margin(%)

Region

Sales Channel

Total Cost

Total Revenue

Unit Cost

Unit Price

Units Sold

Table: SalesTable (1,000,000 rows)

# PowerBI DAX

## Columns:

1. Total Revenue Column
2. Total Cost Column
3. Net Profit Column

## Measures:

1. Average Cost Price
2. Average Selling Price
3. Profit Margin (%)



# Dashboard



## Sales Dashboard

Mohammed Nashaat

2010

2012

2014

2016

2011

2013

2015

2017



29.5%

Profit Margin(%)



\$1.33T

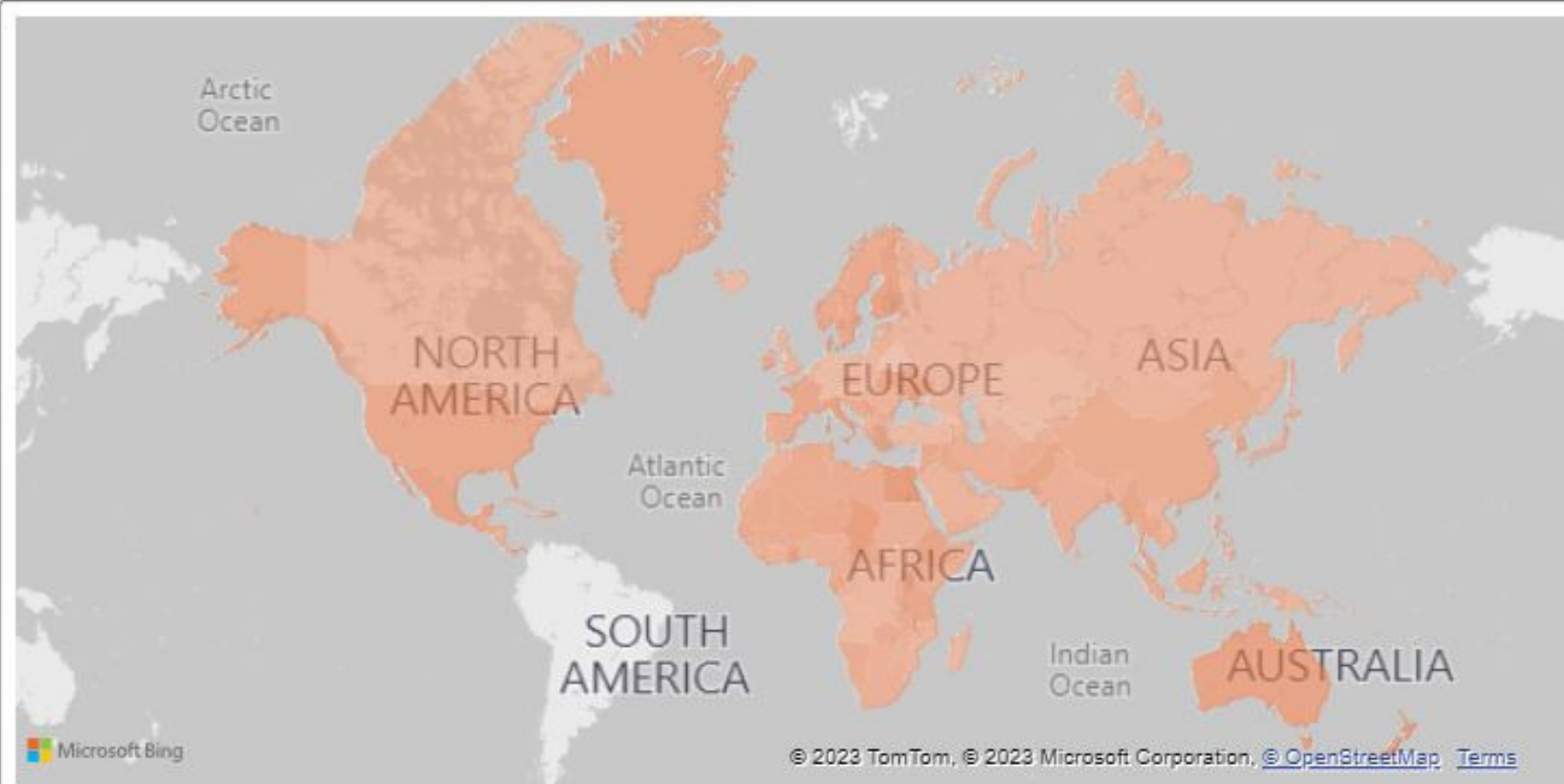
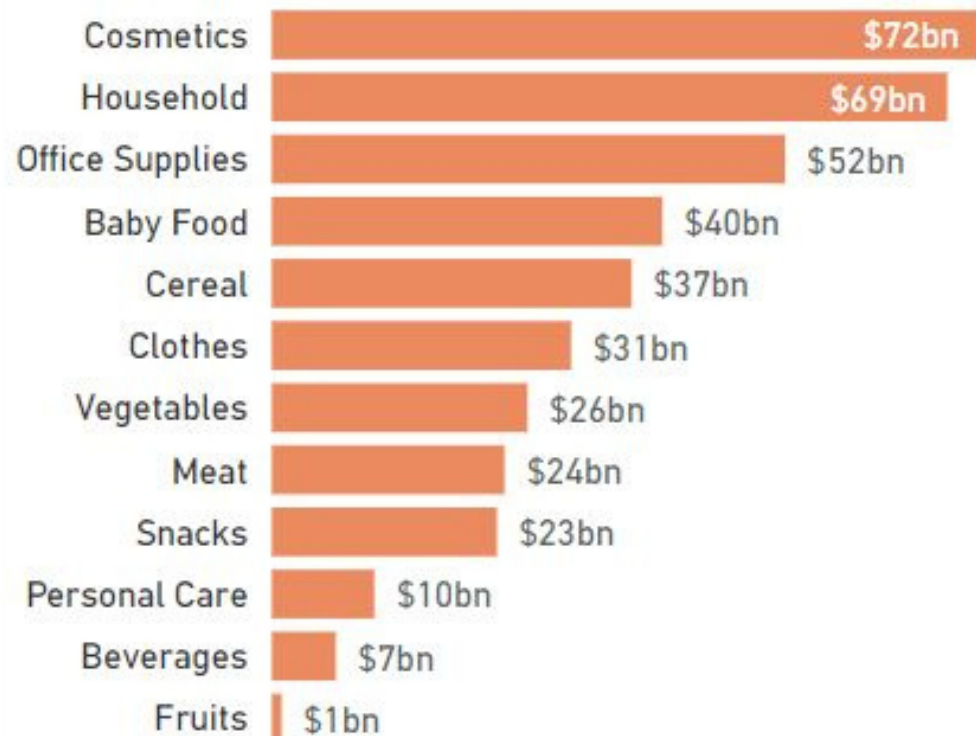
Total Revenue



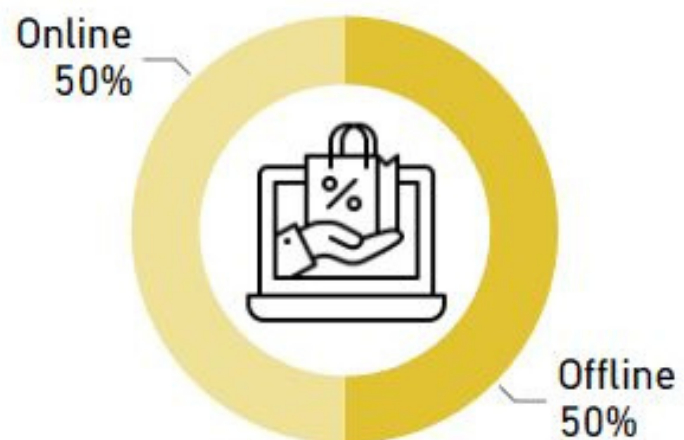
\$0.94T

Total Cost

### Net Profit by Item Type



### Sales Channel



### Net Profit by Quarter



### Average Selling Price



### Average Cost Price

