



NEmart Power BI Report Documentation

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1. Project Overview

1.1 Introduction

This report provides a comprehensive analysis of NE's sales performance, customer satisfaction, and inventory distribution. The objective is to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.

1.2 Business Requirements

- Conduct an in-depth analysis of NE's sales data.
- Evaluate customer satisfaction based on average ratings.
- Assess inventory distribution efficiency.
- Identify trends and optimization opportunities using key performance indicators (KPIs) and visualizations.

2. Project Workflow

2.1 Steps in Project Execution

1. **Requirement Gathering** – Understanding business needs and defining key metrics.
2. **Data Walkthrough** – Reviewing data sources and structure.
3. **Data Connection** – Connecting Power BI to relevant data sources.
4. **Data Cleaning & Quality Check** – Ensuring data accuracy and consistency.
5. **Data Modeling** – Structuring relationships between tables for effective analysis.
6. **Data Processing** – Transforming raw data into meaningful insights.
7. **DAX Calculations** – Implementing calculations and aggregations using DAX.
8. **Dashboard Layouting** – Designing an intuitive and interactive dashboard.
9. **Chart Development** – Implementing various visualizations.
10. **Dashboard Finalization** – Ensuring usability and accuracy.
11. **Insight Generation** – Extracting meaningful business insights.

3. Key Performance Indicators (KPIs)

- **Total Sales** – Measures the overall revenue generated.
- **Average Sales** – Calculates the mean sales value per transaction.
- **Number of Items Sold** – Tracks the total count of products sold.
- **Average Rating** – Evaluates customer satisfaction through product ratings.

4. Dashboard & Visualization Requirements

Chart Type	Visualization	Objective
Donut Chart	Total Sales by Fat Content	Analyze the impact of fat content on total sales
Bar Chart	Total Sales by Item Type	Identify the performance of different item types in terms of total sales
Stacked Column Chart	Fat Content by Outlet for Total Sales	Compare total sales across different outlets segmented by fat content
Line Chart	Total Sales by Outlet Establishment	Track total sales trends across different outlet establishments
Donut/Pie Chart	Sales by Outlet	Analyze the correlation between outlet size and total sales
Funnel Map	Sales by Outlet Location	Visualize total sales distribution across various locations
Matrix Card	All Metrics by Outlet Type	Display all key metrics (Total Sales, Average Sales, Items Sold, Average Rating) per outlet type

5. Insights & Key Findings

- **Fat Content Analysis:** Identifies which fat content category contributes most to sales.
- **Item Type Performance:** Determines top-selling product categories.
- **Outlet Comparison:** Evaluates sales trends across different outlet types, locations, and sizes.
- **Customer Satisfaction:** Analyzes the impact of product ratings on sales performance.

6. Conclusion

This Power BI report enables data-driven decision-making for NE by providing insights into sales trends, customer preferences, and inventory distribution. The findings help optimize sales strategies, improve inventory management, and enhance customer satisfaction.