Global Electronics Retailer Report

INTRO

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Business Questions

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Get Data

The sample data is from <https://mavenanalytics.io/data-playground>.

Data Preparation Process

* Imported the sales table to Azure SQL Server to simulate as a real-world dataset

and use DirectQuery to analyst near real-time data.

* Exclude Delivery Date column from Sales table when we use DirectQuery with SQL
* Remove the Zip Code column from Customers because it has so many error values and we don’t need this column in our analysis
* Remove empty values from Square Meters in Stores table

Data Modeling Process

* Sales – Customers (Many-to-One)
* Sales – Stores (Many-to-One)
* Sales – Products (Many-to-One)
* Sales – Exchange\_Rates (Many-to-Many) because we need to get updated price

Analyzing Data Process

Color Palette

* #ffe6de
* #0f7d80
* #b8627d
* #f5d3c8
* #040609
* #f2faff

Notes:

* Business questions
* Calculation group
* Bucket Analysis
* Forecast analysis
* Customer demographics (age and product sold)
* Cold and hot countries (product sold).
* Store old or new / big or small
* Geographical analysis on store
* Holiday sales by country,
* World news year
* Customer Retention Rate
* Current quarterly and yearly sales change