* Please analyse Sales and comparison by Unit, District and Brand at product level and over the course of timelines to evaluate growth and opportunities based on trends. (2018-2019 data)
* We have attached 2 sets of data HDW Sales and Service Products Sale, both are related to each other however, there is no margin on HDW and it is sold as a product with service (Voice, HUP and MBB services) prepare analysis to reflect investment and margin requirements and evaluate sales HDW turnover. You may prepare comparison at organization, Region, District and Unit level to share insights and comparability.
* Prepare dashboard with multiple metrics relevant to the data set based on your understanding of the data and your expertise to help management understand the levers better and drive decisions based on your insights.
* Make the dashboard dynamic so that it can be drilled down to individual unit as well as can be seen at organization level.
* Prepare an executive presentation, story telling of the data with insights. Also share how you evaluated the data and what other sources you will like to see to drive better reporting.

Dashboard qty is reflected differently from chart

75+30+taxes 13% = 120

24 month contract

120\*24= 2900

Download data file

Import excel sheet into powerbi

Transform data

Change sold on column do date/time in Service products table

Change sold on column do date/time HDW sales table

Removed empty columns as they may skew the results

Close and apply

SAVE 11:26PM 02/12/2021

Made date as primary column on both tables and sorted ascending

Created new columns for date and time for both tables

Created index column for both tables

Close and apply

Added new column for addresses

Used power query to add addresses of each location from website <https://wirelessdna.ca/locations/>

saved

manually added address to the column using M query (2 hours)

added new report page for device overview

--- need addresses for all locations in the data sets

--- need definitions of terms i.e. DB, MBB, EBU, prepaid vs chatr, BTS region, outbound fido, unit and region targets

---

Unit = location

Related cost = dollar amount customer would have paid by the end of 24 months (does not reflect negative value when sale was refunded)

Sale Revenue = company (wirelessDNA) revenue

When HDW was being returned it was still being added to the sum of related cost, created a new column to reflect refunds

At wirelessDNA, Fido sales dominate the market-share against Rogers with over 7 to 1 ratio. Although the related cost of the contracts can be tracked and forecasted on a timesheet, Revenue for wirelessDNA is contingent on HDW (hardware) sales and other services such as internet, prepaid, mastercard, MBB, SMB and voice plans. The sales of HDW can be broken down into different levels such as brand, district, unit and devices and further categorized by how much revenue they generate and how they have the risk of being returned or refunded.

Devices view bottom right corner

Product view smb is profitable