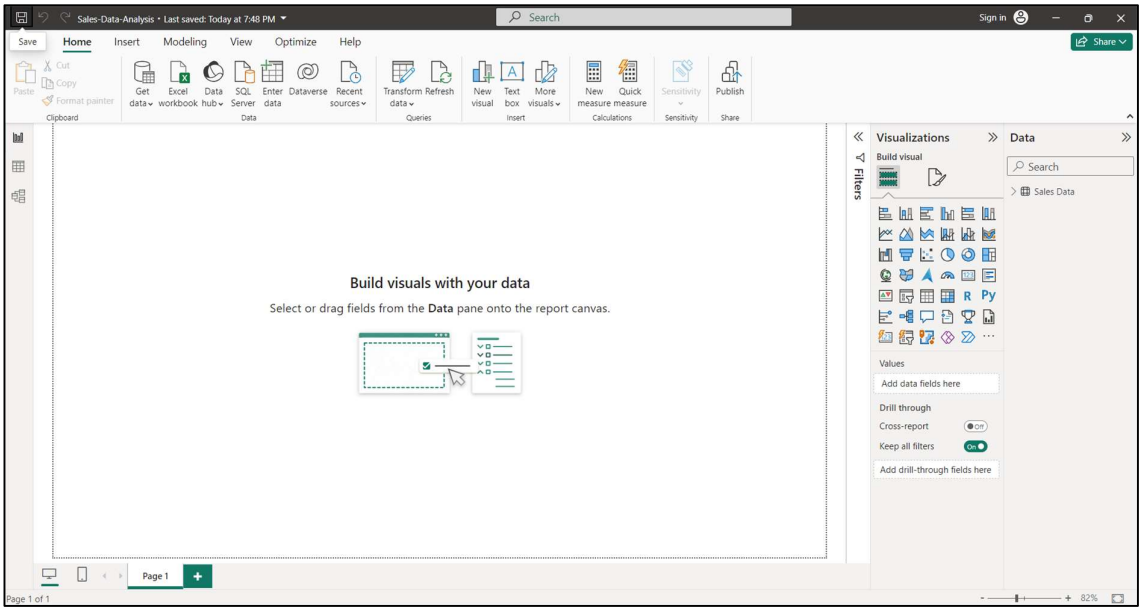
VISUALIZATION OF DATA

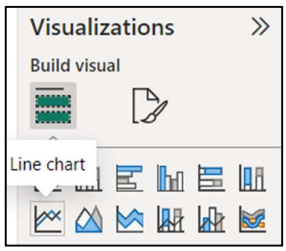
After Transformation of data Click on close and apply and Power BI start transforming data and then redirect you to canvas

Step 1: Open Power BI canvas or dashboard for visualization data.

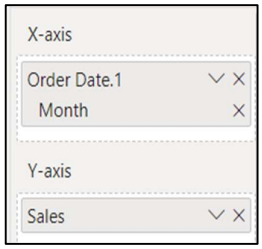


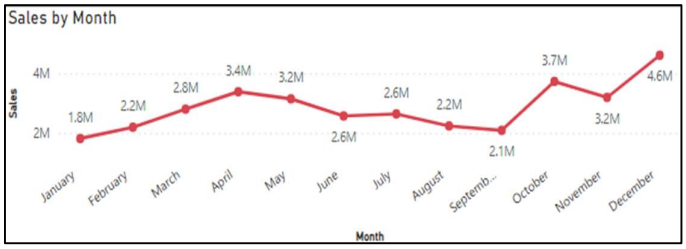
Step 2: Sales trend over time using the line chart.

- Under Visualization select “Line Chart”



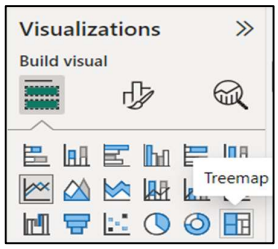
- Drag and drop Month and Sum of Sales column to X-axis and Y-axis.



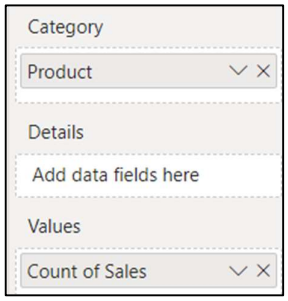


Step 3: Bestselling products using tree map

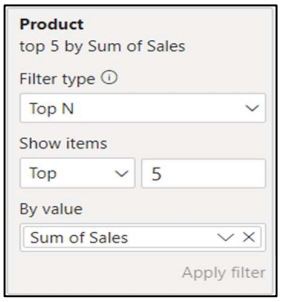
- Under Visualization select “Line Chart”



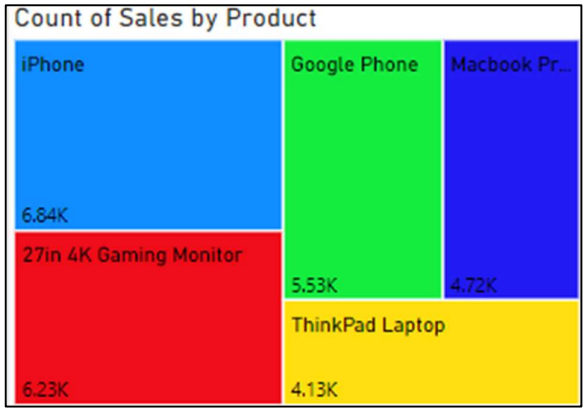
- Drag and drop Month and Sum of Sales column to X-axis and Y-axis.



Apply Filter also on Product

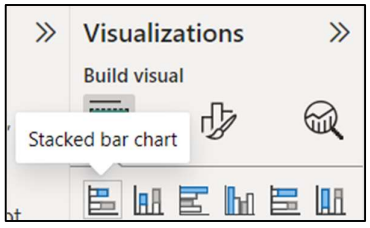


Output: Format according to your need.

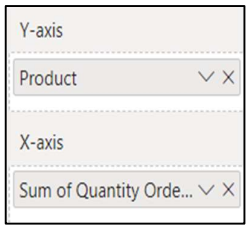


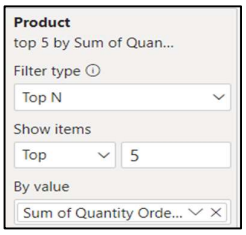
Step 3: Top 5 Bestselling product using stacked bar chart

- Under Visualization select “Line Chart”



- Drag and drop Product and Sum of Quantity Order column to X-axis and Y-axis.

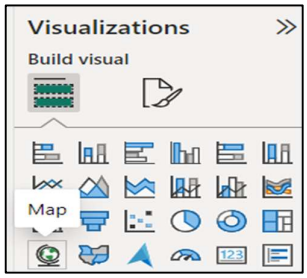


Apply Filter also on Product


Output: Format according to your need.

Step 4: Top 5 Cities by Sales

- Under Visualization select “Map”

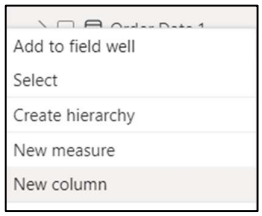


- Drag and drop City in Location Field

Output:

Step 5: Weekly sales distribution by weekday using column chart

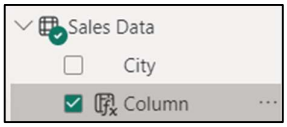
- Go to “Order Date.1” and click on ⋯ and select add column.



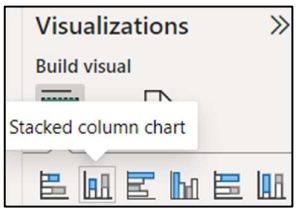
- Type Formula to extract weekdays.

```
1  Column = FORMAT('Sales Data'[Order Date.1].[Day],"dddd")
```

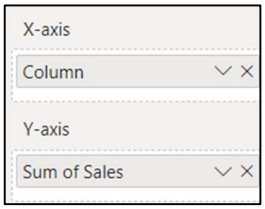
- A new column added successfully.



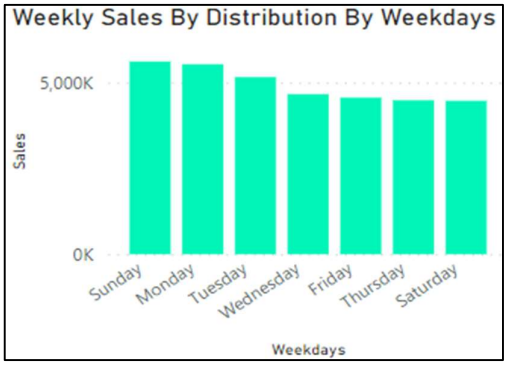
- Under Visualization select “Column Chart”



- Drag and drop Month and Sum of Sales column to X-axis and Y-axis.



Output: Format according to your need.



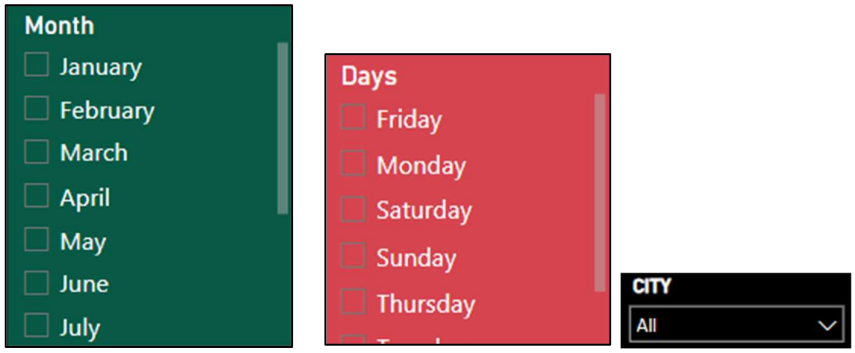
Step 6: Slicer is used to make kind of visual

- Under Visualization select “Slicer”

- Drag and drop Month Order Date.1 Month

- Create same visual for Days, City and Product.

Output: Format according to your need.



Step 7: To find the revenue metrics

1. Total profit: Sum up the net profit from all sales transactions.
2. Sales quantity: Calculate the total number of units sold.
3. Profit margin: Compute the ratio of net profit to total revenue, usually expressed as a percentage.

- Select the "Card" visualization type, then drag and drop the "Sales" into the designated field. Convert it to the "SUM" aggregation.
- Additionally, adjust the display units to show values in millions, billions, trillions, or hundreds, and customize the number of decimal places as needed.

Sales quantity

- Select the "Card" visual, then drag and drop the "Quantity Ordered" int the designated field.
- Access the "Format" option for the visual, and adjust the callout value to change the display unit of the quantity ordered as desired.

Profit margin

- Click on new measure

- Find the total cost by using the new measure

```
TOTAL COST = SUM('Sales Data'[Price Each])
```

- Find the total sales by using the new measure

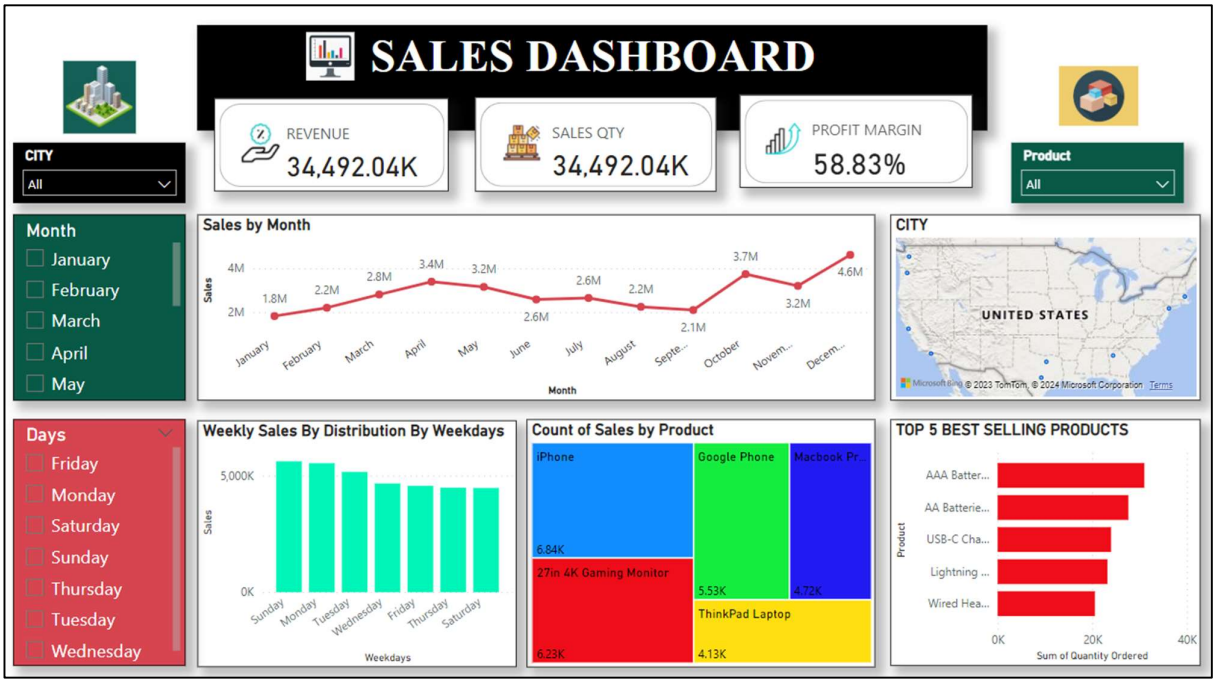
```
TOTAL SALES = SUM('Sales Data'[Sales])
```

- Find the profit margin by using this formula in the measure.

```
PM = (([TOTAL SALES]-[TOTAL COST])/[TOTAL SALES])*100
```

- Choose the measure created and place it in the card visual and design using the “Format visual”

FINAL OUTPUT:



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