

INFS5700

# Introduction to Business Analytics

Assignment Project Exam Help

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Week 5 Tutorial Activity

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(12/2022)

# Agenda

- Demo on creating visual reports in Power BI Desktop & publishing to Power BI service
- Group activity 1 – Analyse the business scenario and exploring data using visuals
- Group activity 2 – Create Dashboard and presenting business insights

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# Demonstration of Assignment Project Exam Help Power BI

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# Building a Data Narrative Demonstration

- Explore visuals, fields, interactions and filters in Power BI desktop.
- Publish visual reports to Power BI service and explain the interface of Power BI service
- Any questions from the lecture?

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# Business Scenario

You are a data analyst at the ABC company. You have been told by the business manager that the product VTT will be discontinued due to poor sales performance. The business manager is interested in understanding current sales performance of their products across different regions and learn interested insights from the sales data that may help with their marketing strategy (e.g., expanding market globally).

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Use the 'Financial data\_Exercise' for this activity.

# Group Activity Part 1

Your group has been tasked to provide insight and analysis into the operations of ABC company. The company wants a report and an executive level dashboard in Power BI. You will present this to stakeholders (the rest of the class).

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Working as a group, analyze the data and discuss what you want to highlight and the design of your report and dashboard.

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Create a draft report using at least 4 visuals.

# Group Activity Part 2

Publish the dataset and your draft report to Power BI service and share your dataset and report with your group members.

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Based on the visual report you created develop a dashboard on Power BI service and present findings and insights to stakeholders (the rest of the class).

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