# AtliQ Hospitality Analysis - PowerBI

**Problem Statement**

AtliQ Hardware is a consumer goods electronics company having operations in various countries. Their business is growing rapidly and they still rely on excel files for data analytics. Excel files are hard to consume and not effective in generating insights. Also due to the lack of effective analytics the company faced a major loss in Latin America.

As a strategic move, Senior executives of this company have decided to invest in a data analytics project and have assigned a team for this work.

I have created Power BI dashboard that's I called Business Insights 360 to fulfil the demands of the Product Owner and the stakeholders. This was a part of the Data Analytics Boot Camp By Code Basics.This dashboard provides insights to the business with 5 different perspectives

◼ Sales View  
◼ Finance View  
◼ Marketing View  
◼ Supply cCain View  
◼ Executive View

**Link to the Interactive Dashboard**: [Click here](https://lnkd.in/dGf6J-v2)

𝗟𝗲𝗮𝗿𝗻𝘁 𝗧𝗲𝗰𝗵 𝘀𝘁𝗮𝗰𝗸𝘀  
➡ SQL  
➡ PowerBi Desktop  
➡ Excel  
➡ DAX language  
➡ DAX studio (for optimizing the report)  
➡ Project charter file  
   
 𝗟𝗲𝗮𝗿𝗻𝘁 𝗣𝗼𝘄𝗲𝗿𝗕𝗜 𝘁𝗲𝗰𝗵𝗻𝗶𝗾𝘂𝗲𝘀  
➡Data cleaning using Power query  
➡ Data Modelling  
➡Creating new dimension tables with primary keys for establishing relationships  
➡Creating calculated columns  
➡Creating measures using the DAX language  
➡Using Bookmarks to switch between visuals  
➡Page navigation with buttons  
➡Creating date table using m language  
➡Dynamic titles based on the applied filters  
➡Using KPI indicators  
➡Conditional formatting of the values in visuals  
➡Data validation techniques  
➡Creating buttons using images  
➡Using the new KPI card  
➡Creating parameters from fields in different tables  
➡Creating and using measures for dynamic colors in KPI card accent bars  
➡Creating and using measures for dynamic labels on visuals  
➡Creating pop up panes  
➡Optimising space  
➡Creating a better visual experience  
➡Power Bi service  
➡Publishing reports to Power Bi service  
   
The Business Insights project makes the learner familiar with quite a few 𝐁𝐮𝐬𝐢𝐧𝐞𝐬𝐬 𝐫𝐞𝐥𝐚𝐭𝐞𝐝 𝐭𝐞𝐫𝐦𝐬 like Gross price, Pre-invoice deductions,Post-Invoice deductions,Net Invoice sales, Gross Margin, Net sales, Net profit, COGC - the cost of goods sold, YTD - Year to Date, YTG - Year to Go etc.