

# Project Synopsis: Power BI

## 1. Title

Coca-Cola Sales Dashboard Using Power BI - 2022

## 2. Introduction

This project centers on building an interactive dashboard using Power BI to analyze Coca-Cola's sales performance across the United States for the year 2022. The dashboard provides insights into sales trends, operating profits, and brand-specific performance, enabling stakeholders to make data-driven decisions.

## 3. Objectives

- To visualize Coca-Cola's sales data and operating profit using interactive Power BI features.
- To analyze the factors influencing sales performance and operating profit for different beverage brands.
- To track sales distribution across various states in the US and identify areas of growth and concern.

## 4. Scope of Work

- Collect and prepare sales data from Coca-Cola for visualization in Power BI.
- Create interactive elements for users to explore data trends, such as total sales, units sold, and operating profit.
- Implement geographic visualizations to track sales distribution by US states.
- Identify key factors affecting operating profit using Power BI's Key Influencers feature.

## 5. Methodology

- Data Collection: Obtain Coca-Cola's sales and operating profit data for various beverage brands.
- Data Processing: Clean and format the data for compatibility with Power BI.
- Dashboard Creation: Develop an interactive dashboard with various visualizations, including bar charts, maps, and key influencer diagrams.
- Time-Based Analysis: Implement a time slider for users to explore data for specific periods, identifying sales trends over time.
- Analysis: Use Power BI's Key Influencers feature to determine which brands and factors influence operating profit decreases.

## 6. Tools and Technologies

- Power BI: For data visualization, reporting, and interactive analysis.
- Key Influencers Visual: To analyze factors driving changes in operating profit.
- Map Visuals: For geographic distribution of sales by state.
- Bar and Line Charts: For sales and profit trends.
- Q&A Feature: To enable users to ask questions about data in natural language.

## 7. Expected Outcomes

- A comprehensive, interactive dashboard that provides real-time insights into Coca-Cola's sales performance across various states.
- Identification of key drivers for operating profit, particularly highlighting brands like Fanta and Sprite as areas of concern.
- Visual representation of sales distribution by US state, allowing for targeted market strategies.
- Tools to enable users to interact with and query the data to explore trends and relationships.

## 8. Timeline

- Day 1: Data collection and preparation.
- Day 2: Initial dashboard setup and basic visualizations.
- Day 3: Integration of advanced Power BI features (Key Influencers, Q&A).
- Day 4: Testing and refinement of the dashboard's interactivity and visualizations.
- Day 5: Final presentation and analysis.

## 9. Conclusion

The Power BI dashboard successfully visualizes Coca-Cola's sales and operating profit data, providing stakeholders with actionable insights into brand performance and geographic distribution. The dashboard's interactive features, such as Key Influencers and geographic mapping, make it a valuable tool for decision-making. Additionally, areas of concern, such as the underperformance of brands like Fanta, are highlighted for strategic review.