

JUST TO KEEP AN EYE ON YOUR BUSINESS

Data Transformation

01

Data Modeling

02

Analysis and beyond

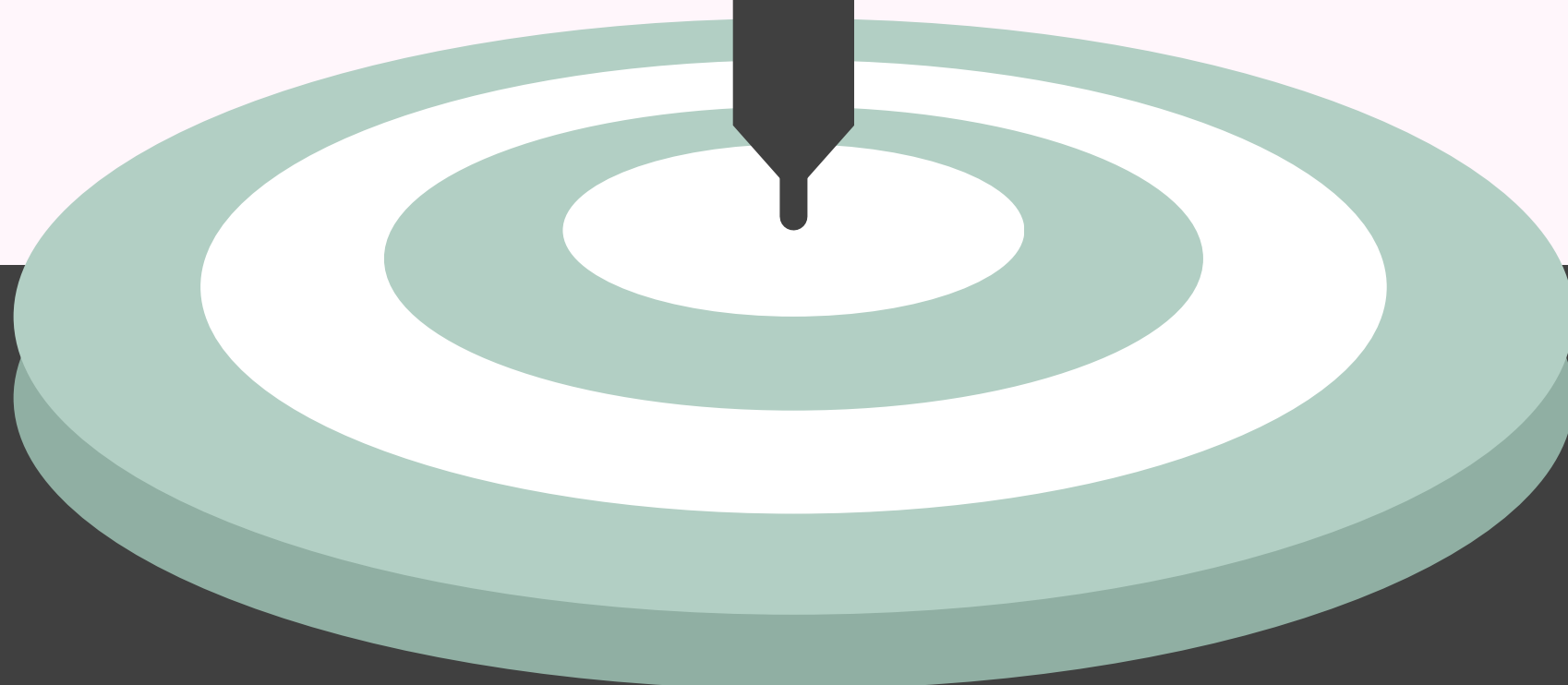
03

Visualization Stage

04

Presentation

05



Data Transformation

01

Check errors of data types as date type

Check duplicates

Apply text validations as TRIM, PROPER

Data Modeling

02

We chose the star schema model to work with

Had created 5 dimensions:

- Date dim
- Fact dim
- Order dim
- Customers dim
- Products dim

And for the cardinality it was 1 to many relation

Analysis and beyond

03

Measures

- Total Sales
- Avg of Sales
- Avg Sales per Order
- Total Orders
- Customer Value
- Purchase frequency
- Repeat Customer Rate
- Count of Repeated customers
- Unique Customers