

To understand this document properly we have also made one video on our Youtube Channel plz watch it.

Following is the link: <https://youtu.be/YMPctHJ9sGY>

Disclaimer: This is not the real time project but the replica & dummy of it. But how real time projects work is given totally accurate. Also it's about International Client.

Social Media:

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Project Name: Consumer Retail Marketing

Client: XYZ

Domain: Retail

Description:

Client Mart has more products in various categories like Vitamins and nutrition supplements, Baby care, Personal care, Health foods, OTC and FMCG. As part of this project we are creating the dashboards, reports on product sales, payment methods, finding the customer feedback and based on this user makes the products available in the market.

Total descriptive analysis of business is to be narrated via power bi reports.

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Data source: SQL Server (Import Mode) or Snowflake = PBI Developer

(Excel files at start) then dumped into company database
or other = SQL Developer (Only about SQL, Nothing to do with Power BI Developer)

Data Size/ Volume: 5 to 15 Lakh rows with highest 30 columns in any one single table.

Roles & Responsibilities:

- 1) Along with BA understand proper requirement gathering & project KPIs.
- 2) Made BRD(Business Requirement Document) along with my BA.
- 3) Along with my DataBase Team, we extract data via Power Query Source Step.
- 4) Need to know proper exact name of view. (Username, Password, Which database??, Little Data Understanding) like Eg. Start Date(in excel file) then convert to STRT_DT by DB Team.
- 5) Write advanced DAX to build measures related to advanced calculations.
- 6) Used some advanced SQL Queries along with Query Folding.
- 7) Developed all standard visuals to make our report attractive.
- 8) Worked on all power query transformation to remove business errors and build complex Models.
- 9) Developed the Modelling and Cardinality.
- 10) Worked on the bookmark, parameters, and switch.
- 11) Used custom visuals.

- 12) Used Constant Line, What if Parameters.
- 13) Worked on all important Power BI Service options like a gateway, app, scheduled refresh and workspace.
- 14) Developed all types of dashboards in Power BI Service. Worked on RLS & KPIs.

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Tables:

Dimensions: (Mapping or Lookup)

- 1) Customers (5-7 Lakh Rows)**
- 2) Category (4-5 Rows)**
- 3) Subcategory (50-60 Rows)**
- 4) Products**
- 5) Location**
- 6) Calendar (Rows depends on your start date & end date)**

Facts: (Master or Data)

- 1) Sales**
- 2) Return**

Facts Table will have more rows compared to Dimensions. As Dim is One side and Facts in many Side in Modelling.

Modelling: Snowflake Schema

Relationship/Cardinality: One to Many

Important Point: There are also some projects where you get only one table that's it. Which contains all dimensional as well as business data. This are the most simple Power BI Reports.

Data Errors (If asked): Data Error is on Dev Env Only, Not on Production as it is found & fixed at Dev Env Only.

- 1) Quarter 5 was showing then we corrected it.
- 2) Some of the product's name were repeating.
- 3) Data for 2018 was showing, but our project was from 2020.
- 4) Currency error was there, project was totally for India, but dollars was showing for Indian-to-Indian Payment.
- 5) By mistake SQL Developer while creating view fetch data from Dimension layer instead of data vault so got like 10-15 cr rows.
- 6) Data types errors like price, cost was showing in text.

Visuals:

Standard 36 visuals from those 10 visuals used and 3-4 Custom Visuals used. Custom visuals are not compulsory depends on sample reports or client inputs or our creativity too.

Power BI Service Dashboards & Apps: (100 % Asked Question)

8-10 Dashboards made.

- 1) Products Related. 2) Customer Info 3) Countries wise business

1 App Made of same report.

Data Load: Every Day Evening 8 pm and scheduled refresh at 9 pm.
(Indian Time)

Subscription at 9.30 PM Mail across whole team whether data is loaded properly or not.

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Team Size:

Total: 9-10

Business Analyst: 2 (Requirement Gathering)

SQL Developer: 3

Power BI Developer: 3

QA Team: 2

Scrum Master: 1

Technical Architect: 1

Duration: 6-8 months.

Reports Pages: 25-30 Pages

PBI File Size: 500 to 700 MB (PBIX)

Worked on Power Query, Power BI Desktop and Power BI service.

Power BI service: Pro Account and Member access.

Standard Gateway was use. Used to refresh daily data with Scheduled Refresh.

KPI's Of Project:

- 1) No.1 on all like category, sales, revenue.
- 2) Month on Month / YOY difference on Sales.
- 3) Revenue generated by all products till date.
- 4) Average per Country profit.
- 5) Age Wise/Gender wise Groups profit.
- 6) Past 6 Months, Past 3 Months Sales.
- 7) Hierarchy level all price, cost, market values.

Meeting Daily: 3-4 (All Meetings are for 30 min only)

- 1) Scrum Meeting of Whole Team (9.30 am) = Not in all Teams.
(Optional not in every company and project)
- 2) Power BI Team (10.00 am).
- 3) Stand up call with APM for Jira stories & sub task (End of Day
between 6-7 PM for 30 min)
- 4) Client Meetings but once or twice in week between 7-8 PM for 30
min

Direct Meeting along with Client every Tuesday & Thursday (Business Operations) to move Project from Dev to Production and understand observations & requirements from client.

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Project Manager: (Optional – If didn't understood this part then no problem)

ALM (Application Lifecycle Management):

Production (New Release Documents) send to Operations: (Release Checklist, Design, Test Cases).

Budget of Project: XYZ Crores

Duration decided to complete Project: Depends on size of project can be from 3 months to 2 years.

Direct Contact with higher authority related to Project & Client:

UAT to Production Deployment (Both Environment Proper detail info):

Artifact ID made: E.g. (DBAD22234I)

Manpower in Project maintenance: Team size

Thanks & All the BEST.