**Online Store Sales Tracking and Analysis Using Power BI**

**Objective: The Owner of the store wants us to help them create a dashboard to track and analyse their online sales across India for every quarter and month.**

**Step 1: Importing Data into PowerBI:**

* Loaded the data in csv file format.

**Step 2: Data Cleaning:**

* Checked for null and duplicates data in **PowerBI (Tableview).** Also, by using **DAX queries** and format the tables to its unique data types.

**Step 3: Transforming Data in PowerBI:**

* Using **add column (By specifying formula and add new columns)** and using **Group By.**

**Step 4: Establishing relations between 2 tables:**

* Using **ModelView** to establish relation between the 2 tables**.**

**Step 5: Creating Dashboard in PowerBI:**

* Make text box and put in fields and use visualization tool to customize the charts to our needs.
* Customize the canvas background.
* Customize Text and tile colour in visual option and chart colour in General (Effects).
* **Profit by month in bar graph**: Added colour coding in column formatting in which red for negative profits and blue for positive profits in **Profit by month in bar graph**. Then rounded the corners in boarder settings.
* **Top 5 Profit Generating Sub-Category using stacked bar graph:** In filters use Top N in which N is 5 and then on basis of sum of profit. **Now Copy the format of Profit by month onto Best Performing sub category by using format printer use this to save time**.
* **Quantity - Category using Donut chart:**
  + **Use the category along with sum of quantity with the slices as percentage of quantity sold of each category compared the grand total of the same.**
* **Quantity - Payment Mode using Donut chart:**
  + **Use payment mode data along with sum of quantity with the slices as percentage of quantity bought with the specific payment mode compared the grand total of the same**
* **Sum of Amount Card:**
  + **Created with card option and formatted in same style with format printer using the Amount data.**
* **Sum of Profit Card:**
  + **Created with card option and formatted in same style with format printer using the Profit data.**
* **Sum of Quantity Card:**
  + **Created with card option and formatted in same style with format printer using the Quantity data.**
* **Average Order value (AOV) Card:**
  + **Created with card option and formatted in same style with format printer using Amount/Quantity data. It is average value of the total orders received. Then format the decimal points.**
* **Top 4 States by revenue using stacked bar graph:**
  + **Created the graph by including sum of amount along with state data value and using Top N filtering for top 4.**
* **Top 4 Customers by revenue using stacked bar graph:**
  + **Created the graph by including sum of amount along with CustomerName data value and using Top N filtering for top 4.**

**Step 6: Creation of Slicers for each Quarter and State Filtering:**

* **Using slicer function set it according to each quarter and Also for each state.**

**Project Learnings:**

* **Created interactive dashboard to track and analyse online sales data.**
* **Used complex parameters to drill down in worksheet and customization using filters and slicers.**
* **Created connections, join new tables, calculations to manipulate data and enable user driven parameters for visualizations.**
* **Used different types of customized visualization (bar chart, donut chart, clustered bar chart , line chart, slicers etc.**