Modeling and Visualization Challenge

Wide World Importers Data

# Prerequisites

Download and restore the WideWorldImportersDW-Full.bak SQL Server 2016 database backup file (there is also a Standard version if you do not have Developer or Enterprise Edition available)

1. Samples: <https://github.com/Microsoft/sql-server-samples/releases/tag/wide-world-importers-v1.0>
2. Documentation: <https://msdn.microsoft.com/library/mt734199(v=sql.1).aspx>

# Challenge

You are a member of the data analytics team at Wide World Importers and you have been tasked with creating a dashboard the COO can use to visualize sales. You must model and the visualize their sales data. Below are some of the questions the COO would like to get answers to, however she loves data insights and would be appreciative of any interesting findings you may discover in your task. You will need to present the dashboard to her and tell your data story.

1. Sales (Amount and value) and profit margins since 2013 with general performance over a selected date range.
2. Top sales/profits by brand and stock items
3. Territory sales/profits
4. Top sales employees and details of sales
5. Profit/Sales correlations with item prices

The COO would be more than happy to note any profit/sales forecasts and recommendations that may come from the data analysis.

The rest of the analytics team has experience with Microsoft Analysis Services (Tabular Models), Power BI and Excel, thus it would be easier for them to maintain the solution and thus are preferable, however you are free to use other tools if you so wish.

# Presentation

You will have an hour to present, split up in three parts, 20 mins each.

1. Present how you went about the challenge, your process, the tools used, model, etc.
2. Present the dashboard as you would to the COO of Wide World Importers
3. Question and Answers

# Credits

## Collaborators(s)

Mohit Garg <https://www.linkedin.com/in/mohitgarg11/>

Notes for review:

1. Should we introduce Cleaning Data into the exercise?
2. Should we allows/suggestion other techs that are optional?