

## POWER BI DASHBOARD EXERCISE

### Exercise Goal:

To develop an analyst dashboard that answers the below business problem. We will assess quality of dashboards over quantity – so a well thought out single dashboard should be fine. You are free to submit multiple dashboards if it provides better analysis and you have the time and interest.

We have added two sample images (unformatted Power BI developed visuals) in the folder to give a directional idea.

1. **Sales overview** – The company wants to get an overview of the sales in previous years.  
Some metrics to think around
  - a. Insights related to sales by products, by stores (sample visual 1)
  - b. initial investments made over time for the stores across products (sample visual 2)
  - c. returns on investments

These questions are just guidelines to give you a starting point. Feel free to add more insights that could help better analyze the stated problem. We want to see your ability to think from a business point of view and develop views that systematically addresses the business question instead of just dumping pretty but unrelated visuals.

In general, the effort should be to present quality summary data and allow the end-user to drill down into further details while maintaining a simple, yet pleasing, intuitive and easy to use interface.

These are intentionally open-ended requirements as we want to see where your creative direction goes and to let you explore without constraints. Under normal project situations we'd have much firmer requirements, design goals, styling, branding, etc.

### End User (for design purposes):

The end user for this dashboard will be a Company Operations Executive who will use the data for daily reviews and actions.

### Deliverable:

A single dashboard, or a few inter-connected dashboards.

### Tasks to do:

1. Download the files from the link provided. The sharing will be turned off 48 hours after this email is sent.
2. After reviewing the data, please send an e-mail and give us a rough idea of when you will be able to return the exercise to us for evaluation. (We understand you have current jobs and so while we do not evaluate candidates based on the speed of submission, we still want to be able to have a rough estimation of when to expect so we can plan)

3. On or before the due date notified by you (in Step 2), submit the final dashboard (please submit a Power BI workbook (.pbix) by email to '**recruit@yavda.in**'

#### Evaluator Profile:

The evaluator is a technical, advanced Power BI user.

#### Evaluation Criteria:

1. Show off your knowledge and skills with Power BI - impress us with your Power BI expertise, take every advantage to use advanced capabilities of Power BI
2. Visual aspects like design, look and feel of the dashboard
3. Ability to use analytical tactics like trends, aggregations, classifications, geography, month-over-month change, etc.
4. Ability to select the right visuals to deliver the intended message
5. As an analysis dashboard, use of a variety of filtering and sorting mechanisms.
6. It isn't necessary to provide row-level data in the output, but varying levels of detail should be accessible from the dashboard.

#### Location for Data:

The data for the dashboard is the remaining files in the same zip file that has this document.

#### Data Profile:

A set of few records containing data related to sales made during a 5-year period in four of the states the company operates in. Additional few hundred thousand records about the individual stores.

The field content descriptions and code translations are all included in the "microdata\_layout.xls" file. The actual raw data to visualize is contained in the remaining 6 files. The data should be clean, but if you run into records that are bad or missing, you can make "assumptions" regarding those. Please do not spend time 'correcting' erroneous data since this could be intentional. In your final submissions, please clearly state your assumptions.