Project: 1

Project - In United States, there are many stores in which a survey was conducted based on students i.e.

how much they are spending on different kind of purchases like Video games, Indoor games, Toys,

Books, Gadgets etc. In the data set (Student Survey), Store setting is the column that explains the Type

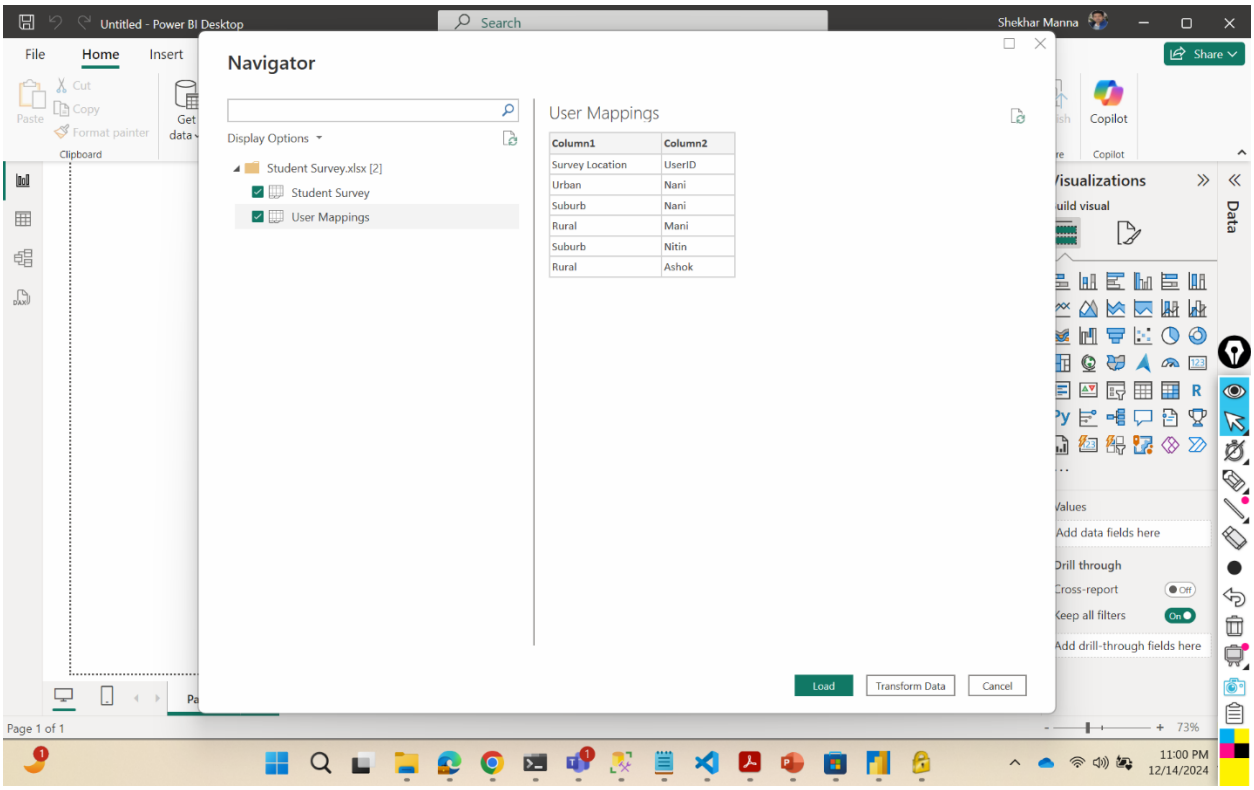
of location in which the store is present. By using data set (Student Survey), try to extract the

meaningful Insights.

Industry Type – Retail Store

Data set - Student survey

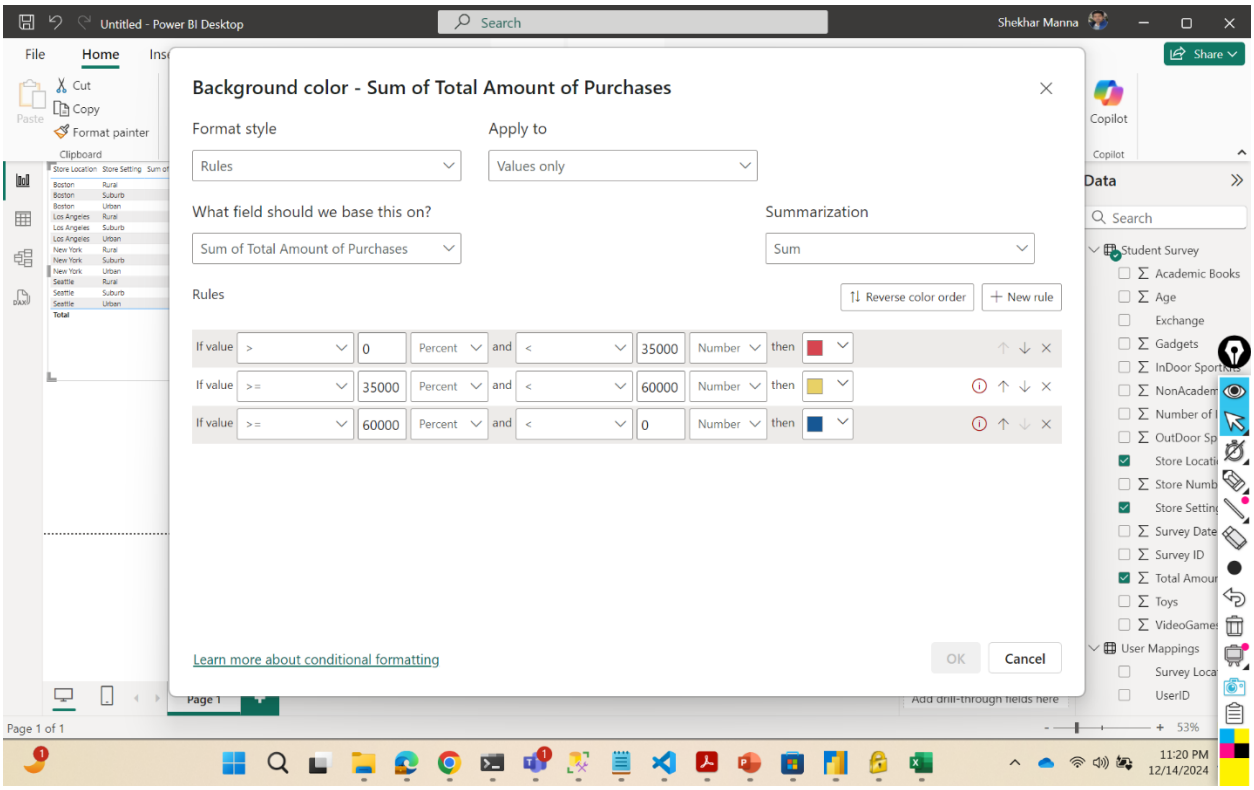
Problem Statement- Create a Power BI Report:

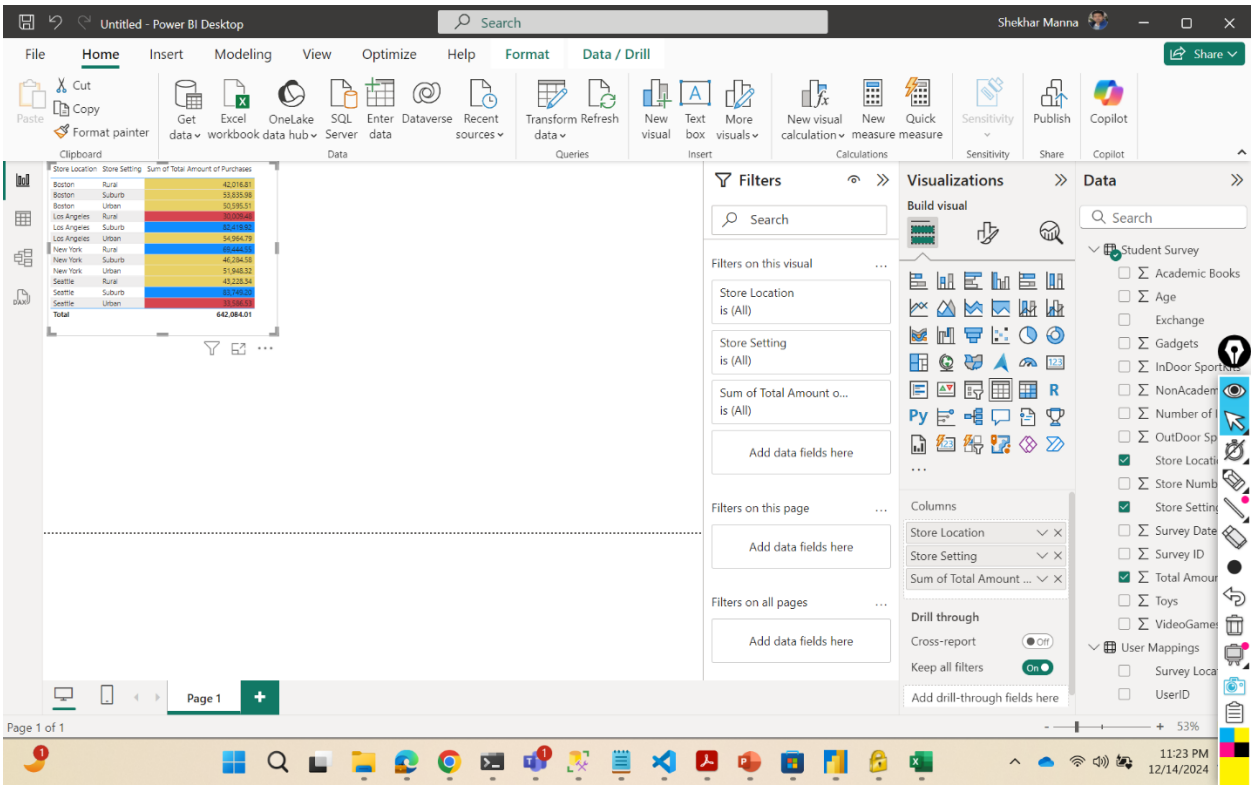


1. **Tabular Visualization** - Format the total amount of purchase (TAP) based on ‘Store location’ and ‘Store

setting’: -

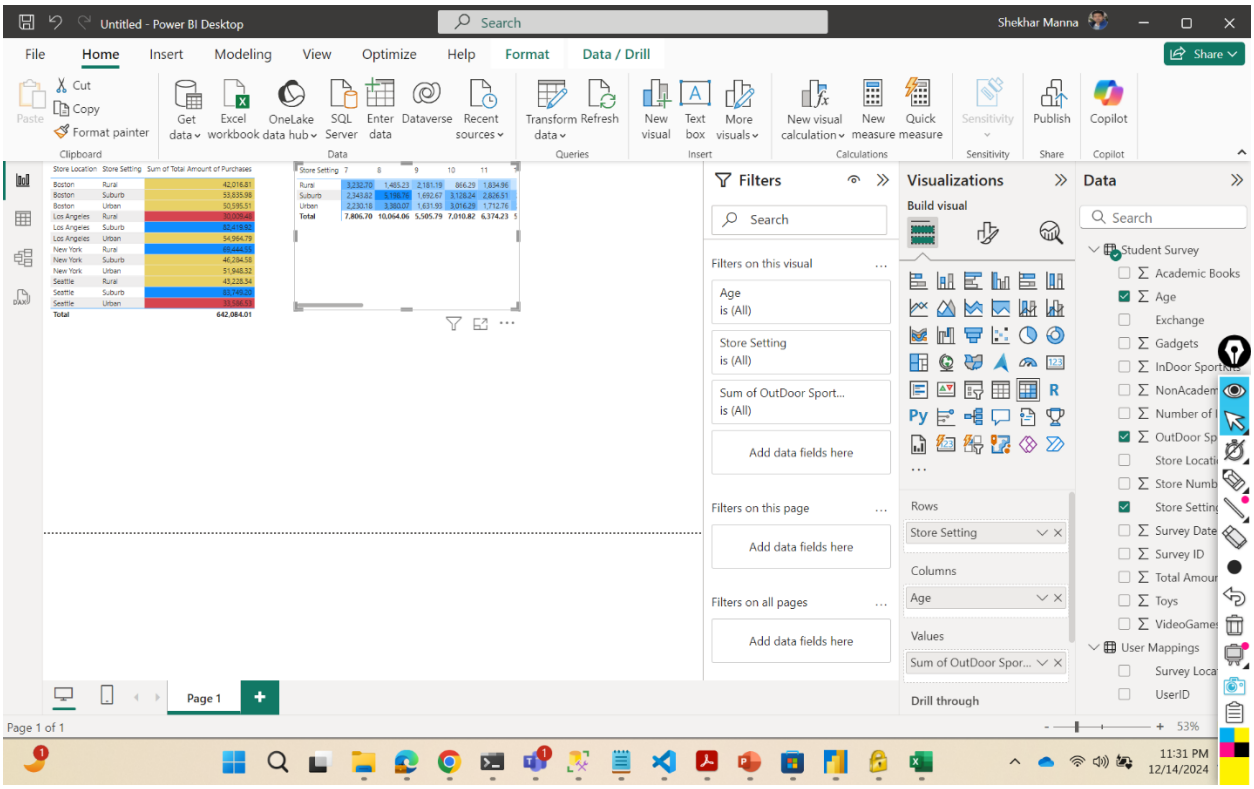
- If 0<TAP<35000, then records should be in red color
- If 35000<=TAP<60000, then records should be in yellow color
- If TAP>=60000, then records should be in Blue color





2 **Matrix Visualization** – Create Matrix Visualization to show the amount spent on Outdoor sports across

different ages and ‘Store setting’. Do the color formatting for the amount spent in total outdoor sports.


Untitled - Power BI Desktop
Search
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Modeling
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Optimize
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Format
Data / Drill
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Copy
Format painter
Paste
Clipboard
Get data
Excel workbook
OneLake data hub
SQL Server
Enter data
Dataverse
Recent sources
Data
Transform data
Refresh
Queries
New visual
Text box
More visuals
Insert
New visual calculation
New measure
Quick measure
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Copilot
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Page 1
Page 1 of 1
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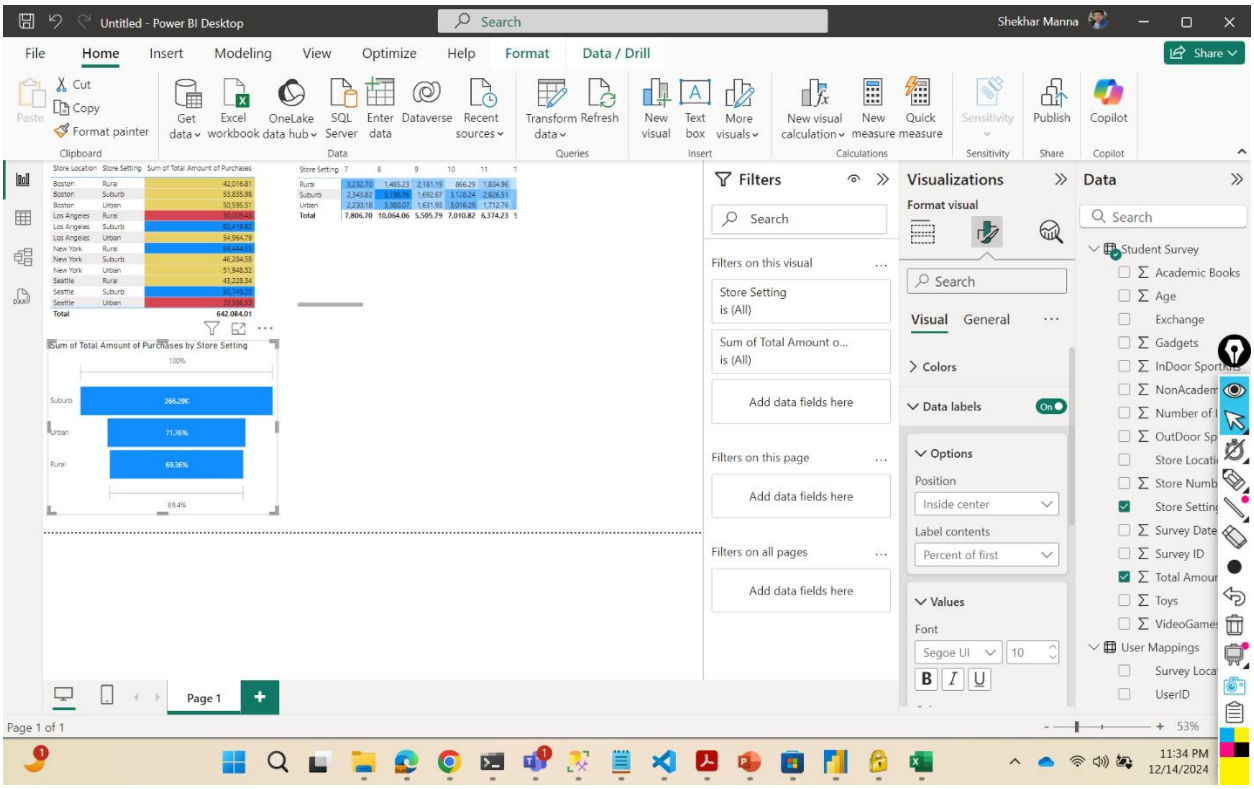
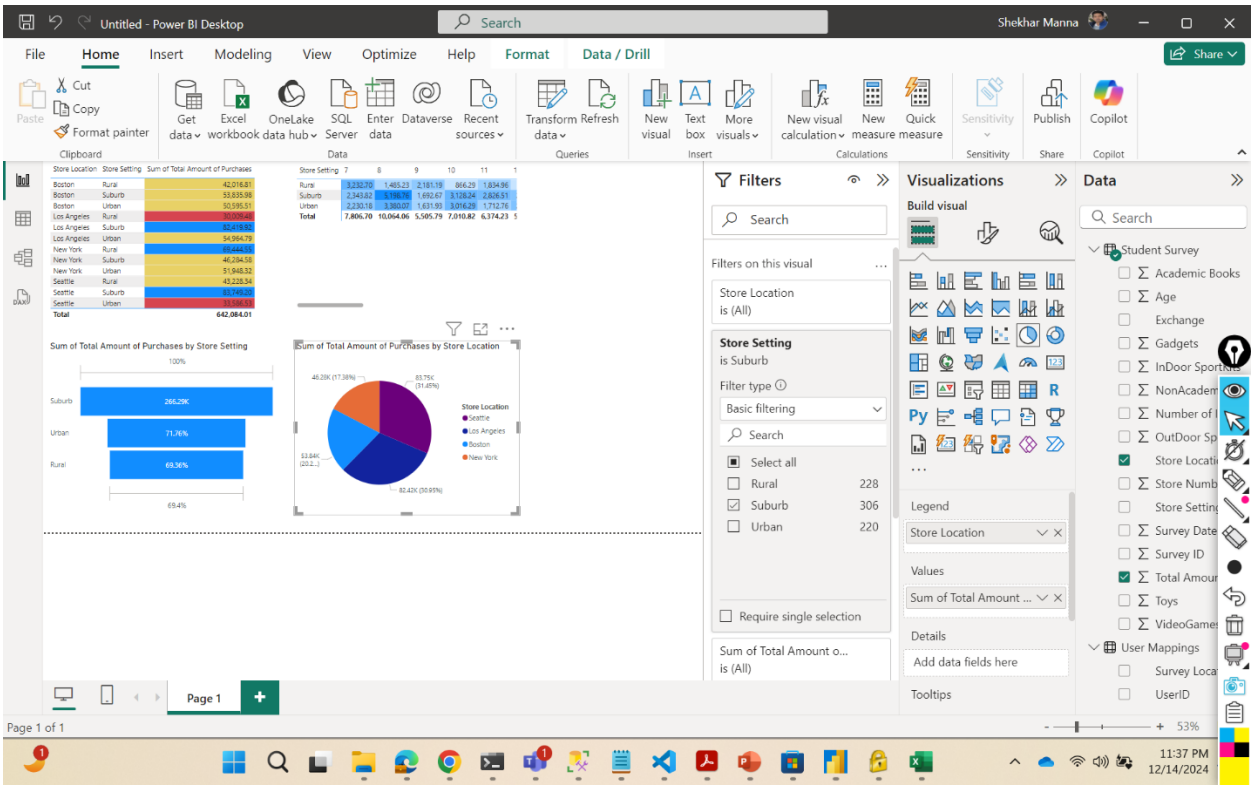
3. **Funnel chart** – Create a Funnel chart to show Total amount of purchase by ‘Store setting’. Show the

data labels as Percentage of First.

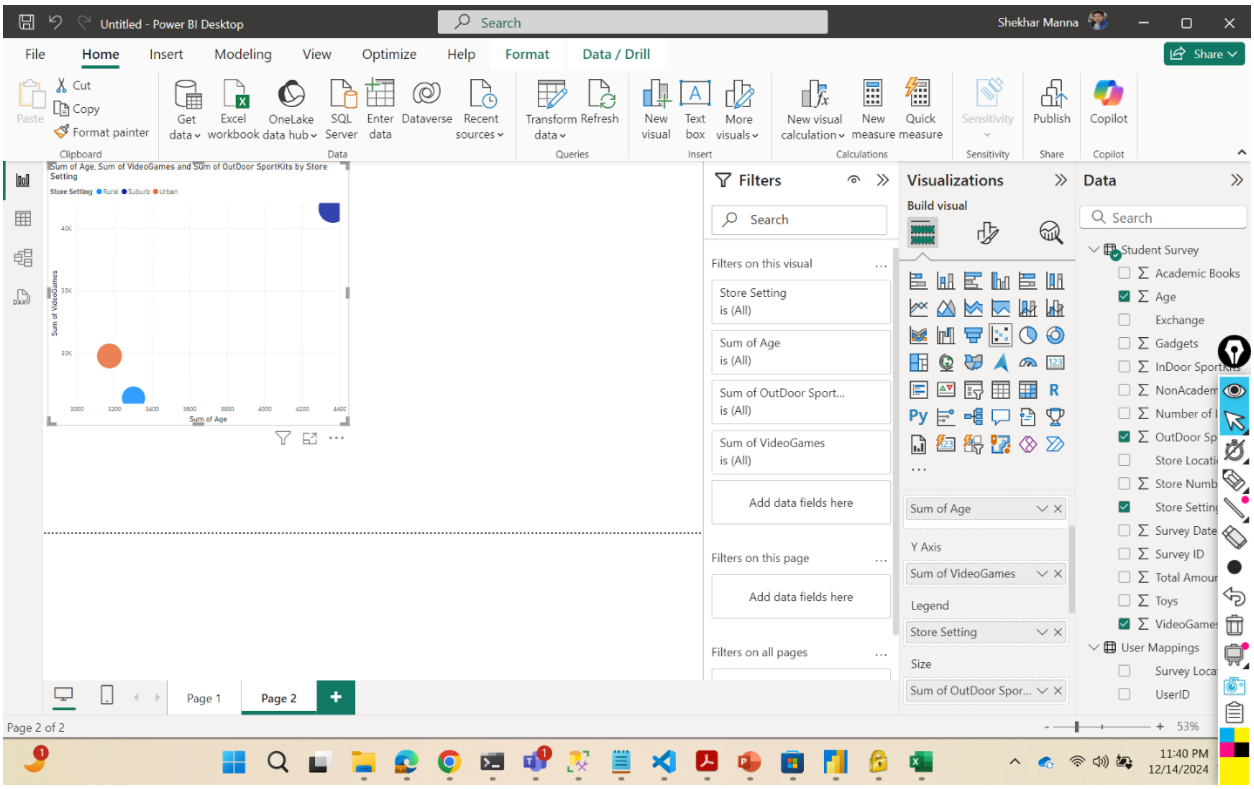


4. **Pie chart** – Show the total amount of purchase by different ‘Store location’ for Suburban ‘Store setting’

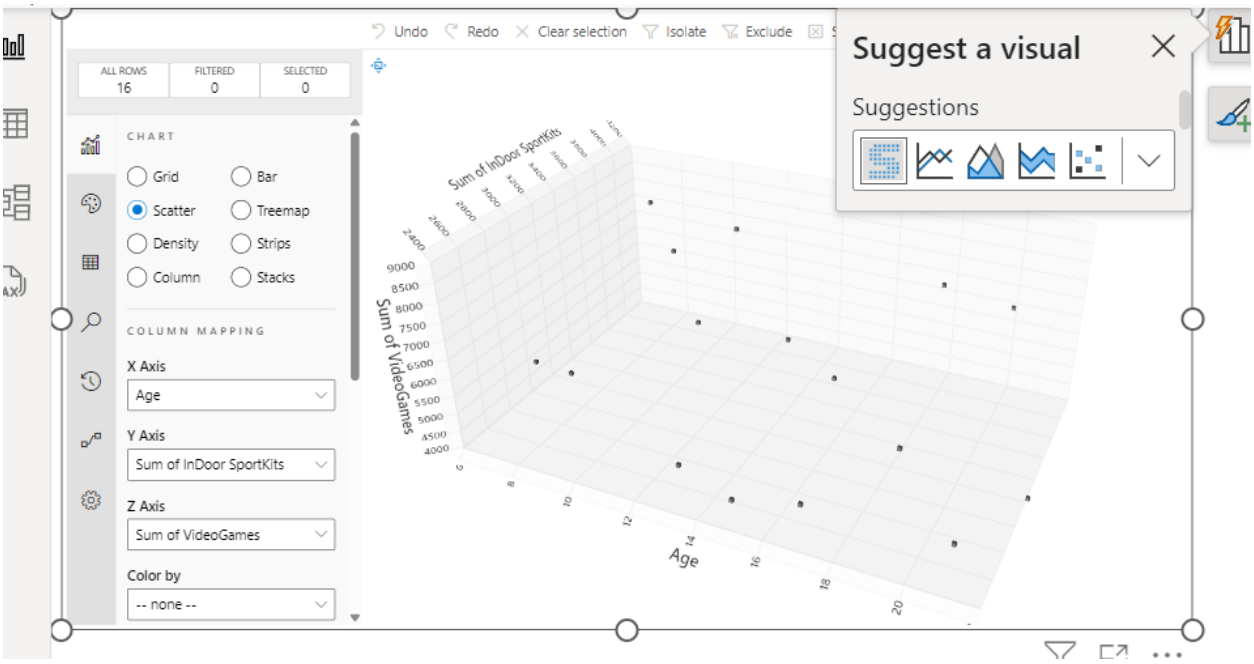
only. **Hint:** Use Filter context

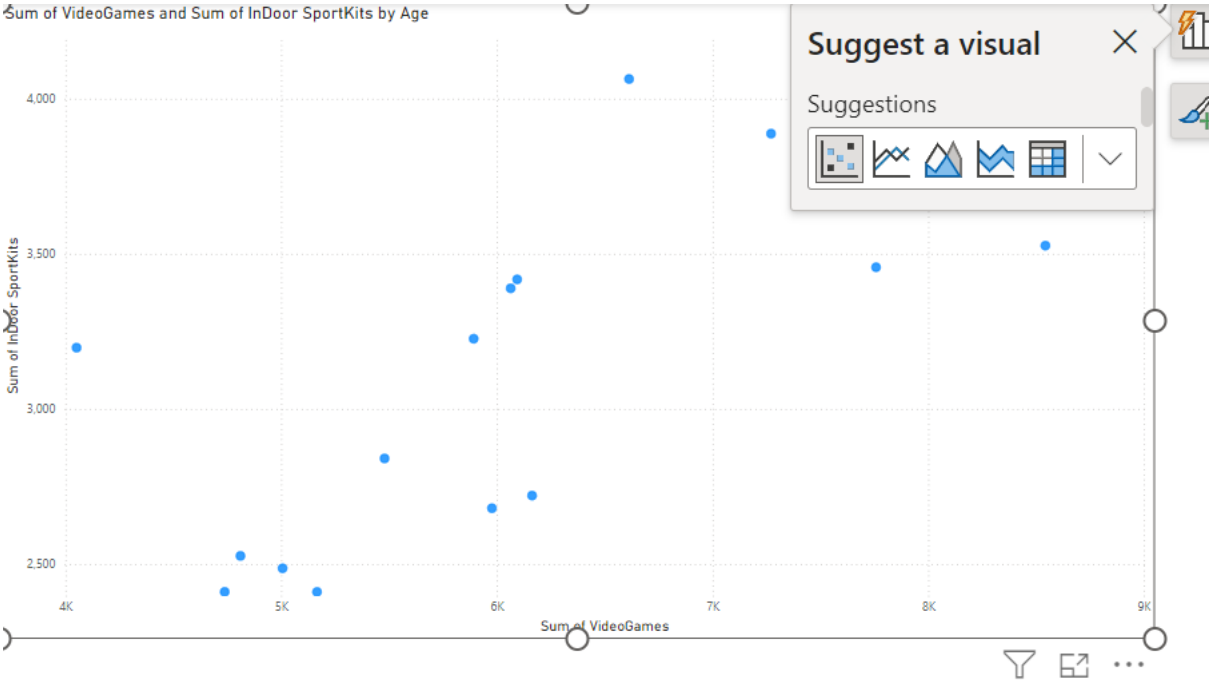


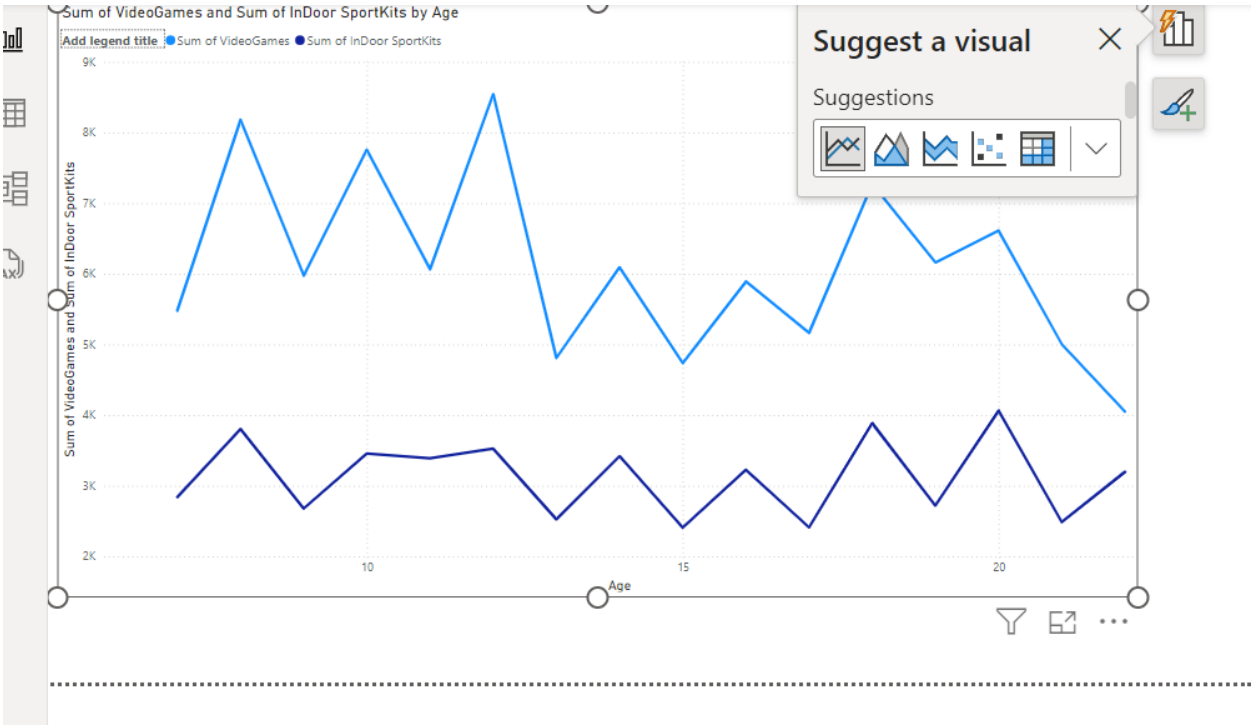
5. a) **Scatter plot** - Video games purchase and Outdoor sports spent across the different ages.



b) **Sand dance plot** - Indoor sports and Video games spent across the different age groups.




Sum of VideoGames and Sum of InDoor SportKits by Age
Suggest a visual
Suggestions
Sum of InDoor SportKits
4,000
3,500
3,000
2,500
4K
5K
6K
7K
8K
9K
Sum of VideoGames


Sum of VideoGames and Sum of InDoor SportKits by Age
Add legend title
Sum of VideoGames
Sum of InDoor SportKits
Suggest a visual
Suggestions
Sum of VideoGames and Sum of InDoor SportKits
9K
8K
7K
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5K
4K
3K
2K
10
15
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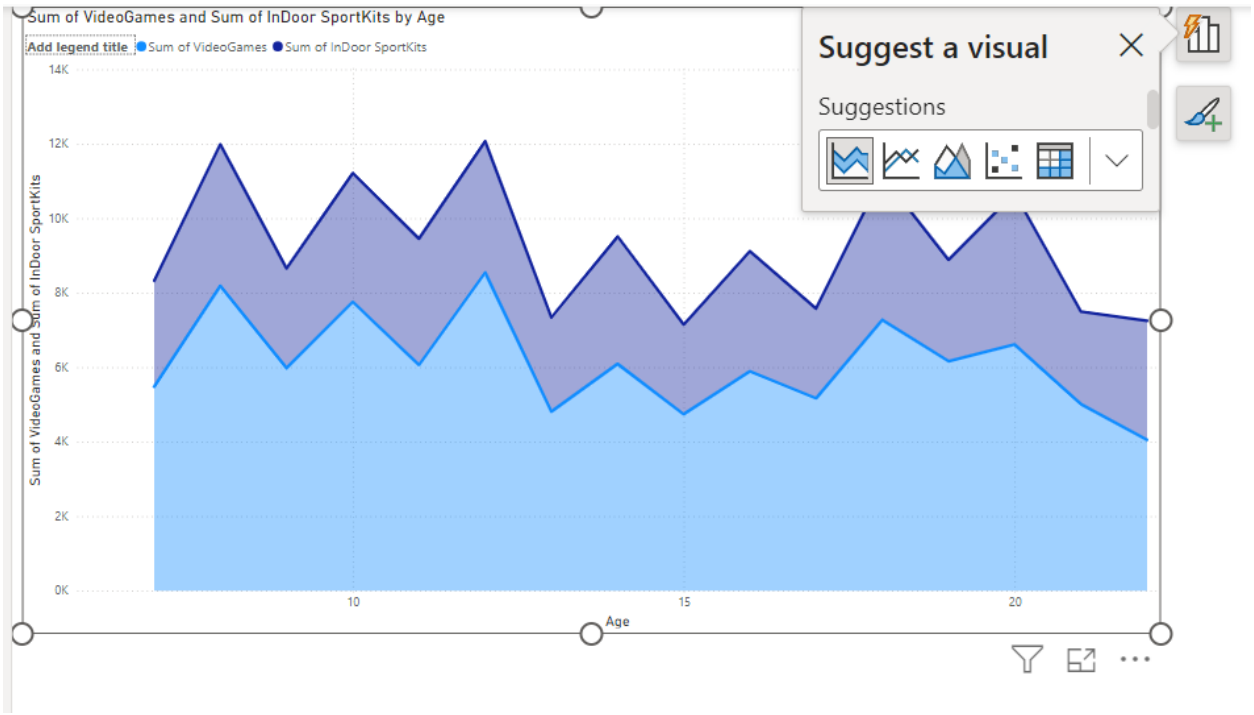
Age


Sum of VideoGames and Sum of InDoor SportKits by Age
Add legend title
Sum of VideoGames
Sum of InDoor SportKits
14K
12K
10K
8K
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0K
Sum of VideoGames and Sum of InDoor SportKits
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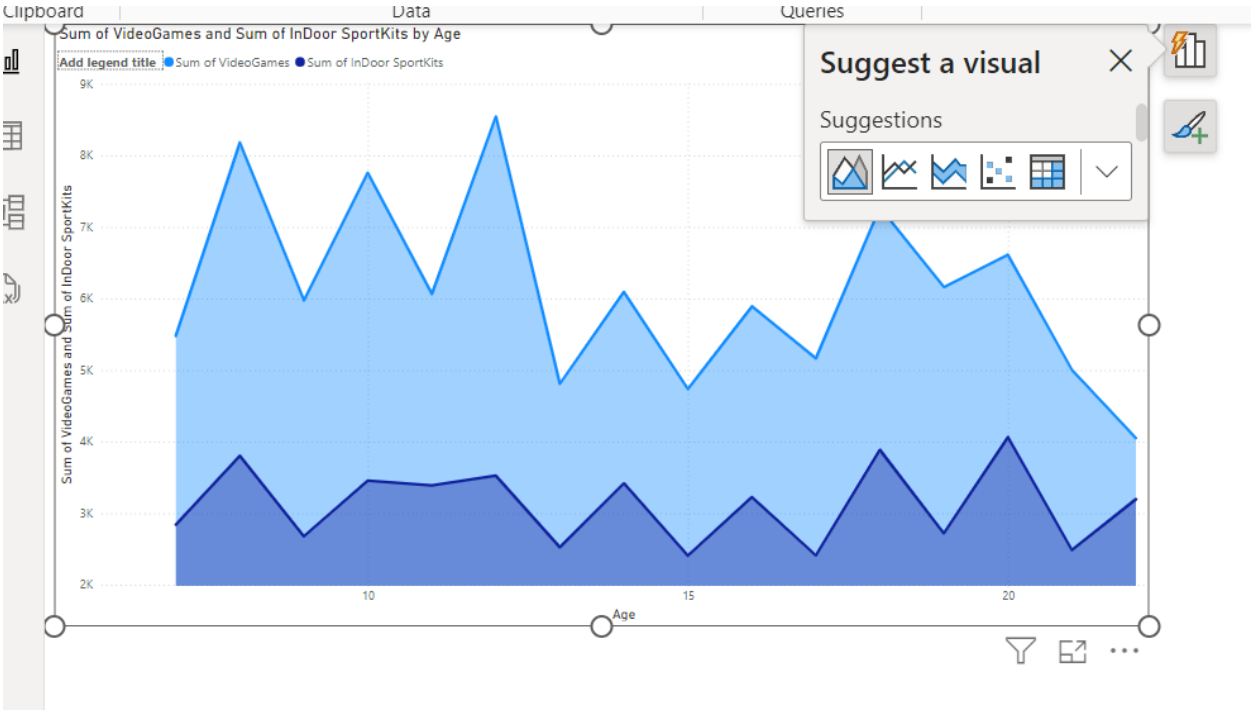
Age
Suggest a visual
Suggestions


Clipboard
Data
Queries
Sum of VideoGames and Sum of InDoor SportKits by Age
Add legend title
Sum of VideoGames
Sum of InDoor SportKits
9K
8K
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Sum of VideoGames and Sum of InDoor SportKits
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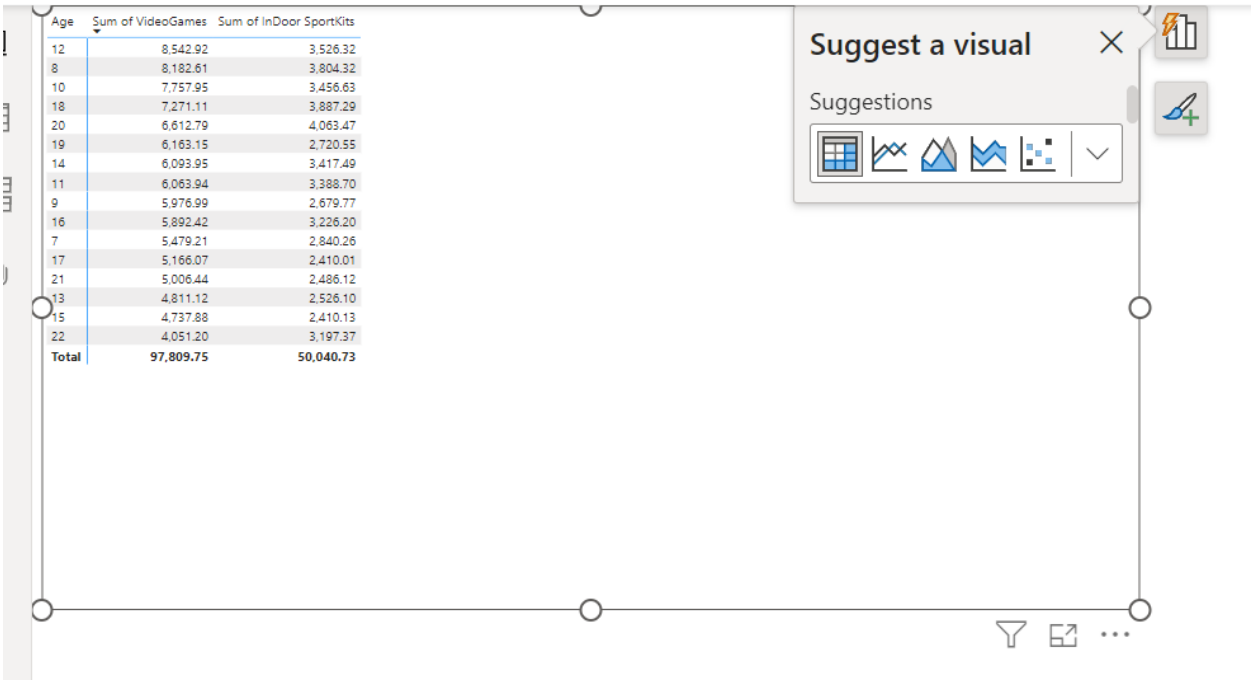
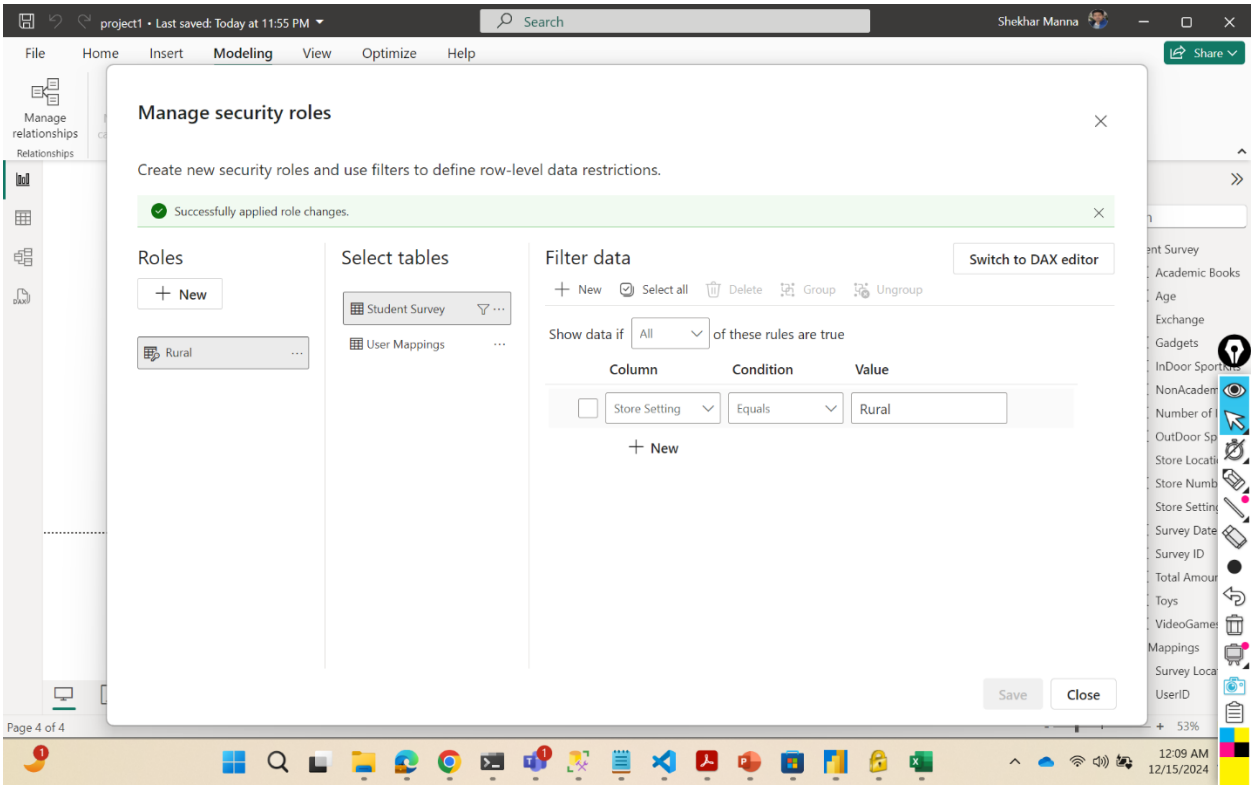
Age
Suggest a visual
Suggestions



6. Restrict data access for the given users in User mapping table. **For ex**. Mani deals with Rural area only

so she should be able to view the data which belongs to Rural only, not urban and suburban data.



7. Publish the report on Power BI cloud service and Design the Master Dashboard consisting of Funnel

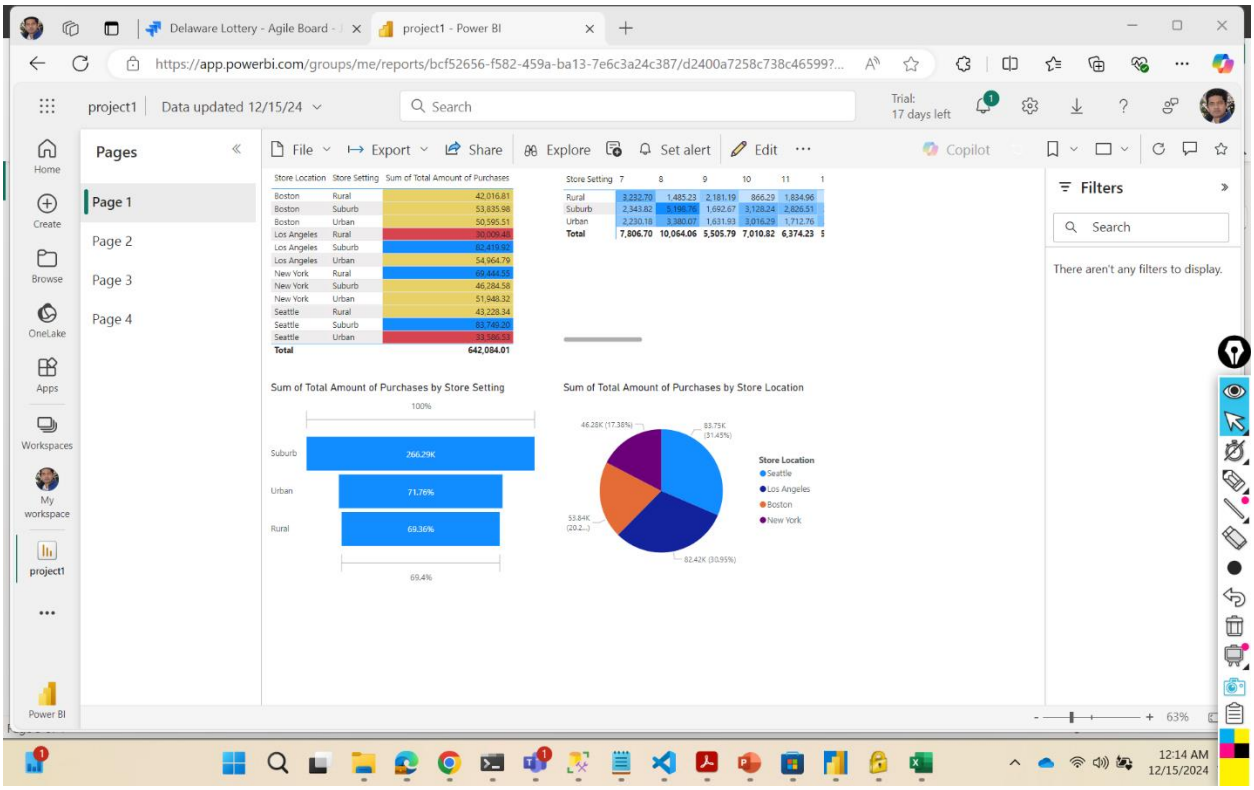
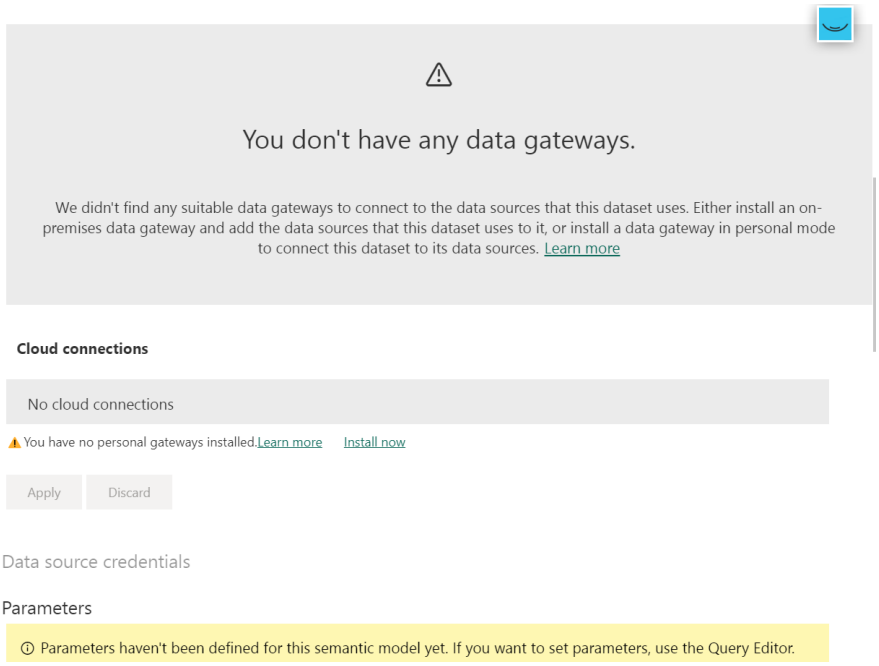


chart and scatter plots. Then create a schedule refresh for six times in every 4 hours for the Dashboard in a day.

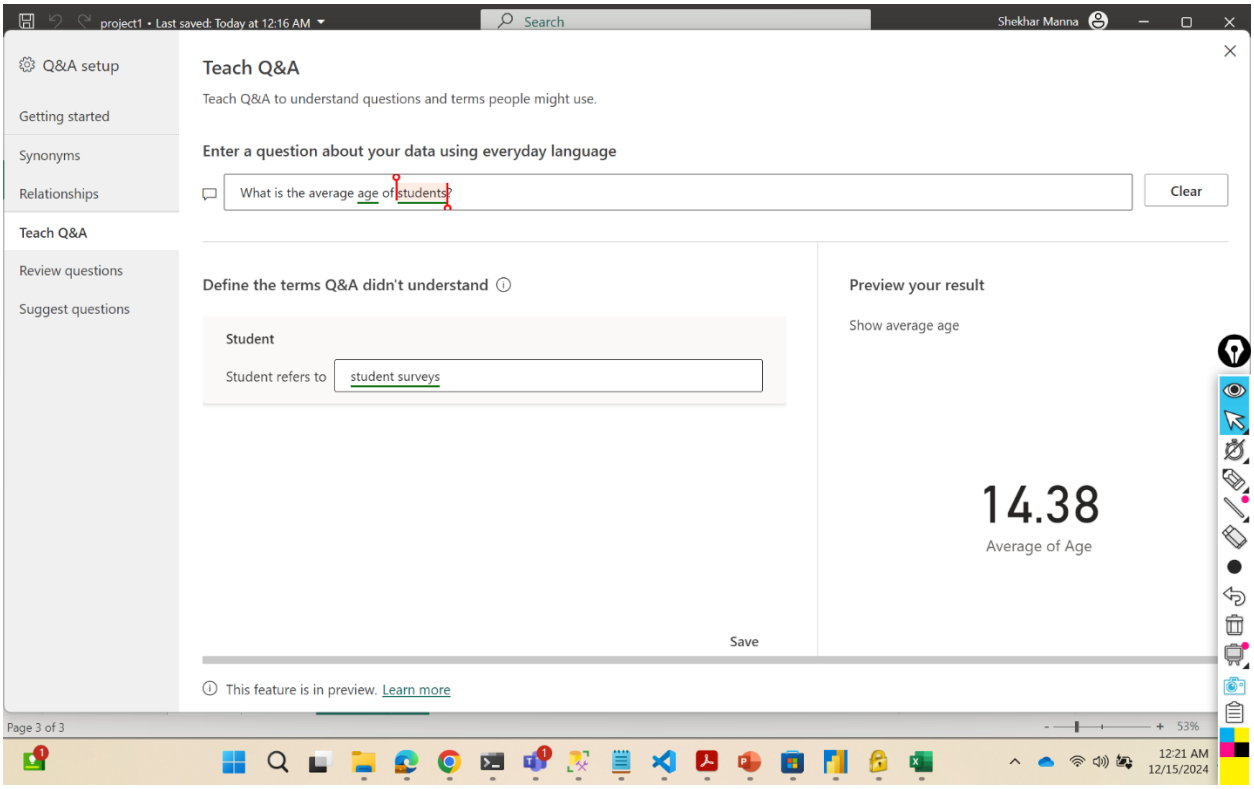
Due to security of my organization this process is restricted but I am demonstrating how to do it .

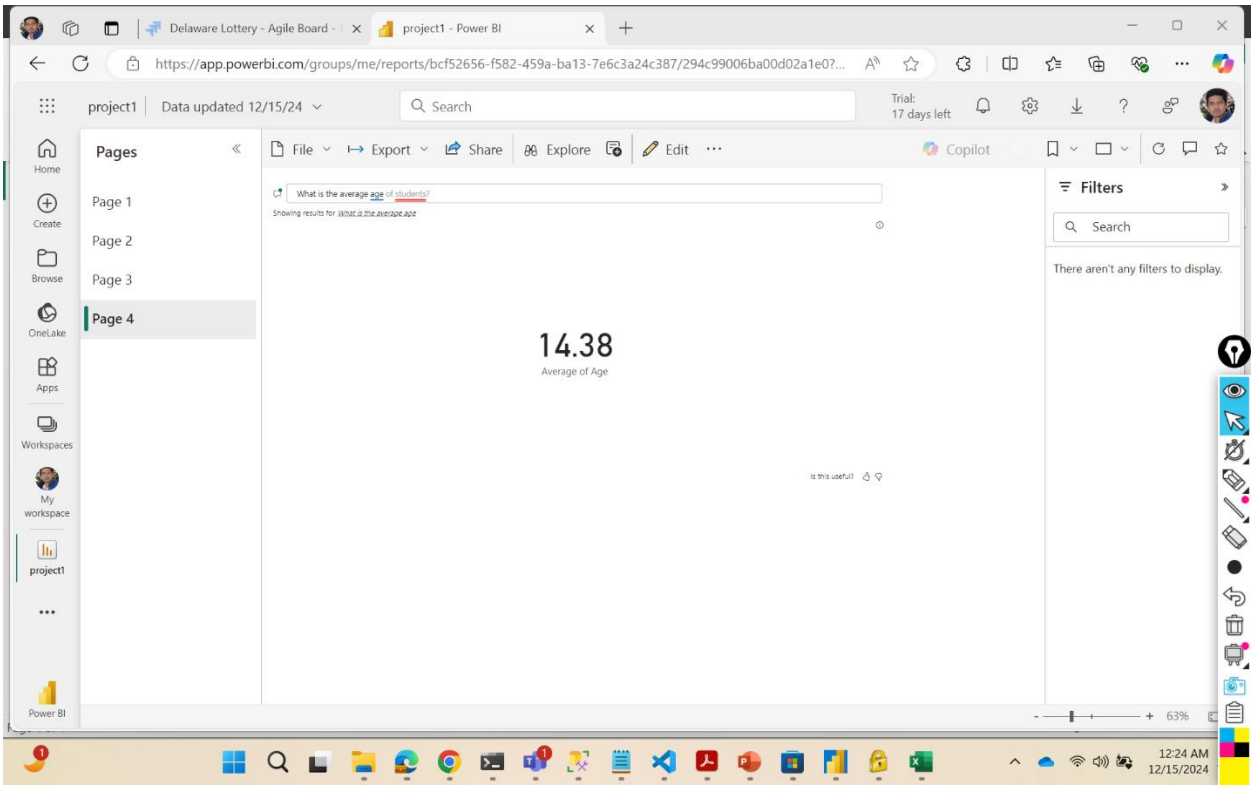
- In the **Scheduled Refresh** section, turn on the toggle.
- Set refresh frequency to **Daily**.
- Add six refresh times, spaced every 4 hours (e.g., 12:00 AM, 4:00 AM, 8:00 AM, 12:00 PM, 4:00 PM, 8:00 PM).
- Click **Apply** to save changes.



8. **Use Q&A feature of Power BI** –

a) To show average age of students





b) Donut chart for total amount of purchases by 'Store location'