Discovering business insights

CASE STUDY: COMPETITOR SALES ANALYSIS IN POWER BI

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Quick recap

- Data access

- Combine data
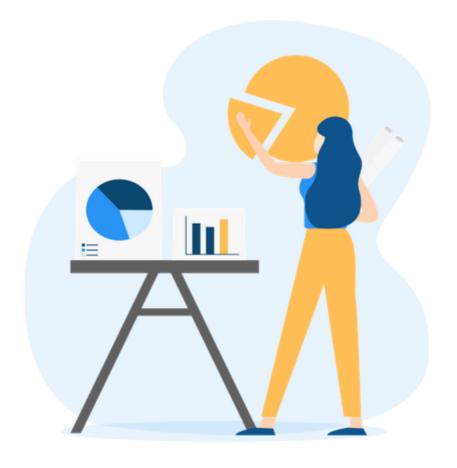
- Data transformations

- Data modeling

ACCESS   CLEAN   COMBINE   EXPLORATION   VISUALIZE   SHARE

DAX Measure vs Calculated column

Calculated Column	Measures
For evaluating each row	For aggregating multiple rows
Add a new column to an existing table	Results in another field that you can add to a visualization
Calculated at data load or when the data is refreshed	Calculated at **query time** as you interact and filter
`Profit = Sales(Sales)-Sales(Cost)`	`Sales YTD = TotalYTD(Sum(Sales), Date(date))`

Business insights to uncover

- Who are the top competitors generating the most revenue?

- Best performing segments and products

- Growth over time

- Sales compared to previous year

- and more...

Let's practice!

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