

Presenting your story

CASE STUDY: COMPETITOR SALES ANALYSIS IN POWER BI



Deepesh Vashista
Data Architect at Accenture

Quick recap



ACCESS



CLEAN



COMBINE



EXPLORATION



VISUALIZE



SHARE

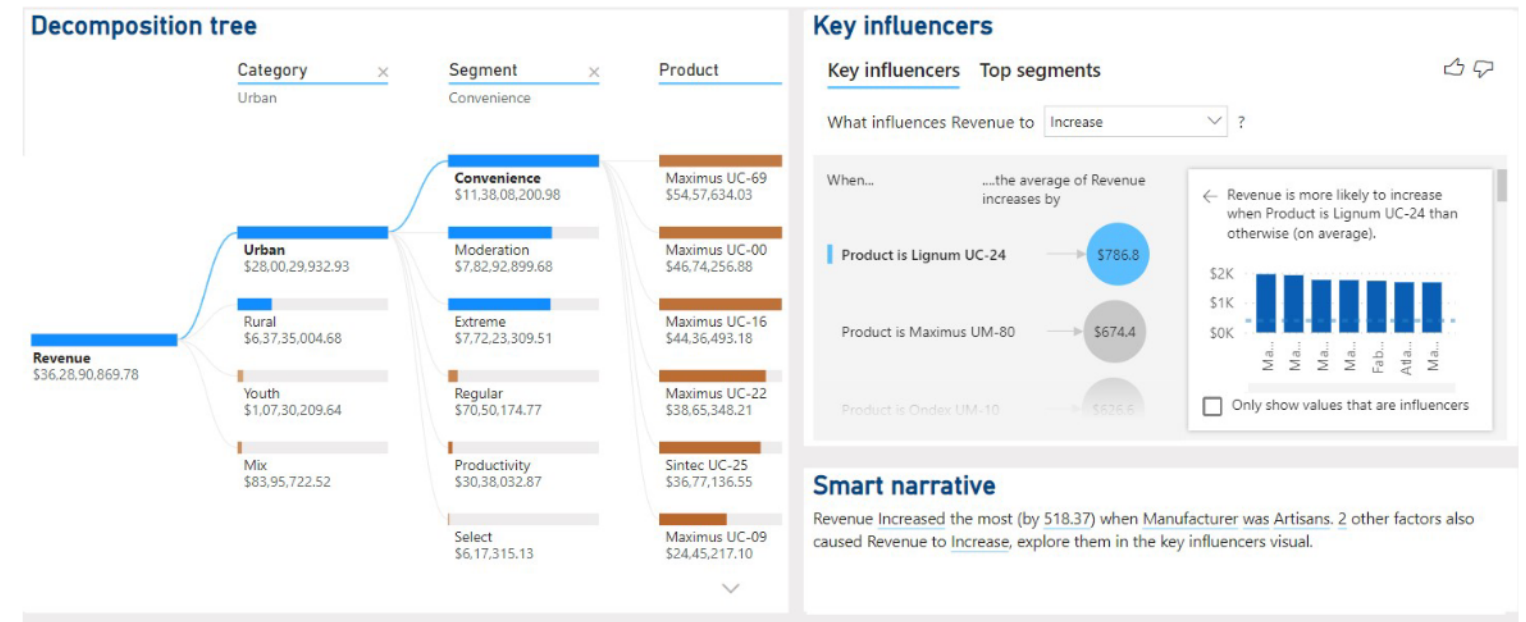
Key questions answered

1. Sintec has total market share of 38.22% in the USA
2. Highest Growth of 18.8% in 2021 compared to last year
3. Artisans is generating revenue with over 50% of the market share in Germany
4. Sintec has 21.15% of the total market share across the globe



AI visuals capabilities

- Decomposition tree
- Key influencers
- Smart narrative



Happy storytelling!

CASE STUDY: COMPETITOR SALES ANALYSIS IN POWER BI

Wrap-up

CASE STUDY: COMPETITOR SALES ANALYSIS IN POWER BI



Deepesh Vashistha

Data Architect at Accenture

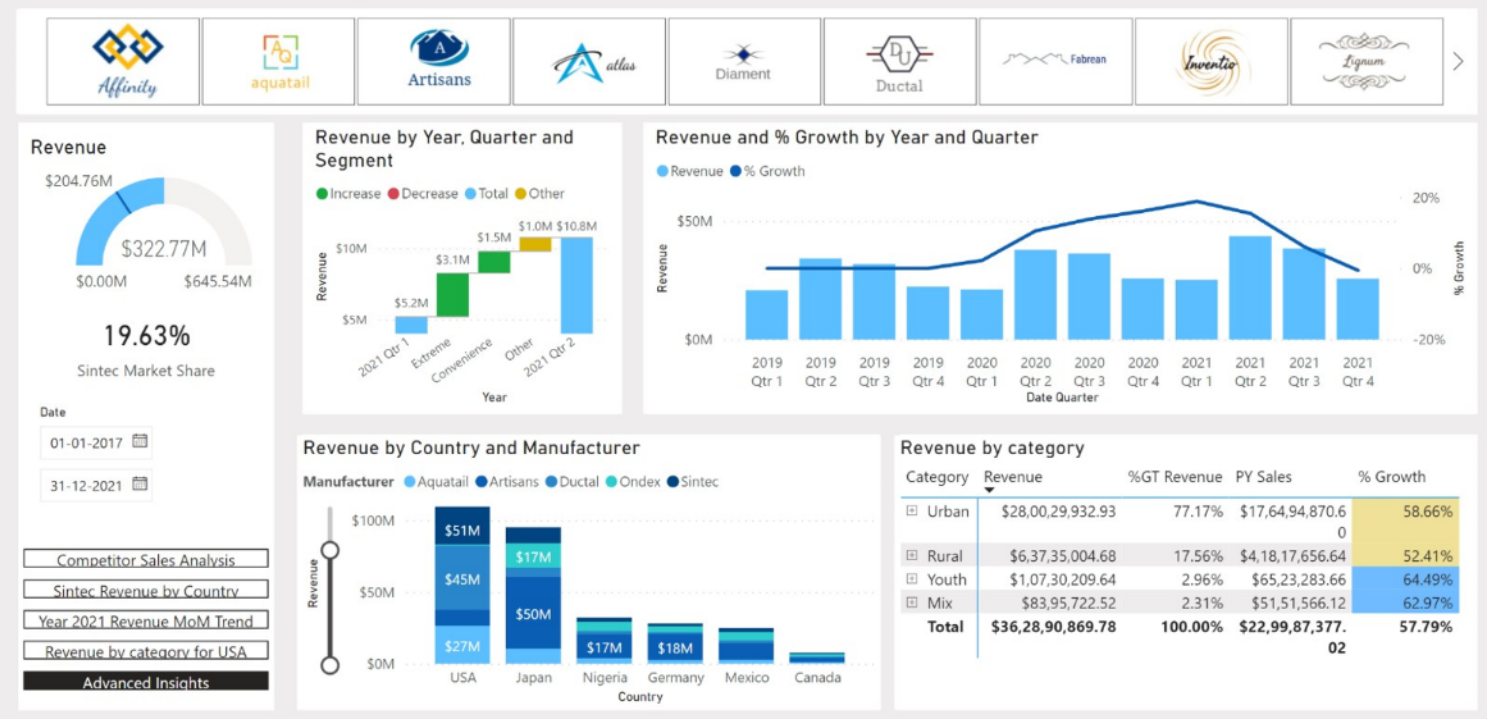
Report development process

- Data access
- Data transformations
- Combine data
- Data exploration
- Data visualization

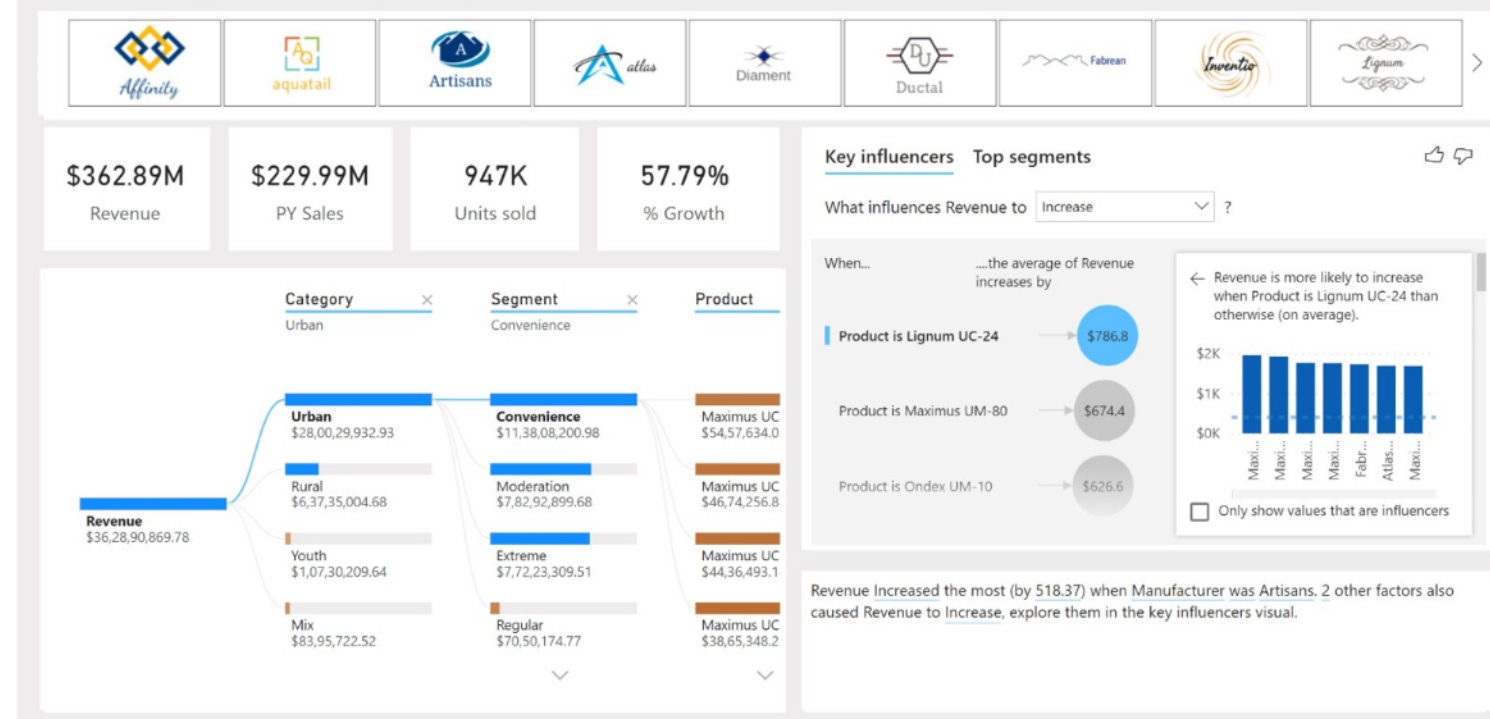


Our final report

Competitor Sales Analysis

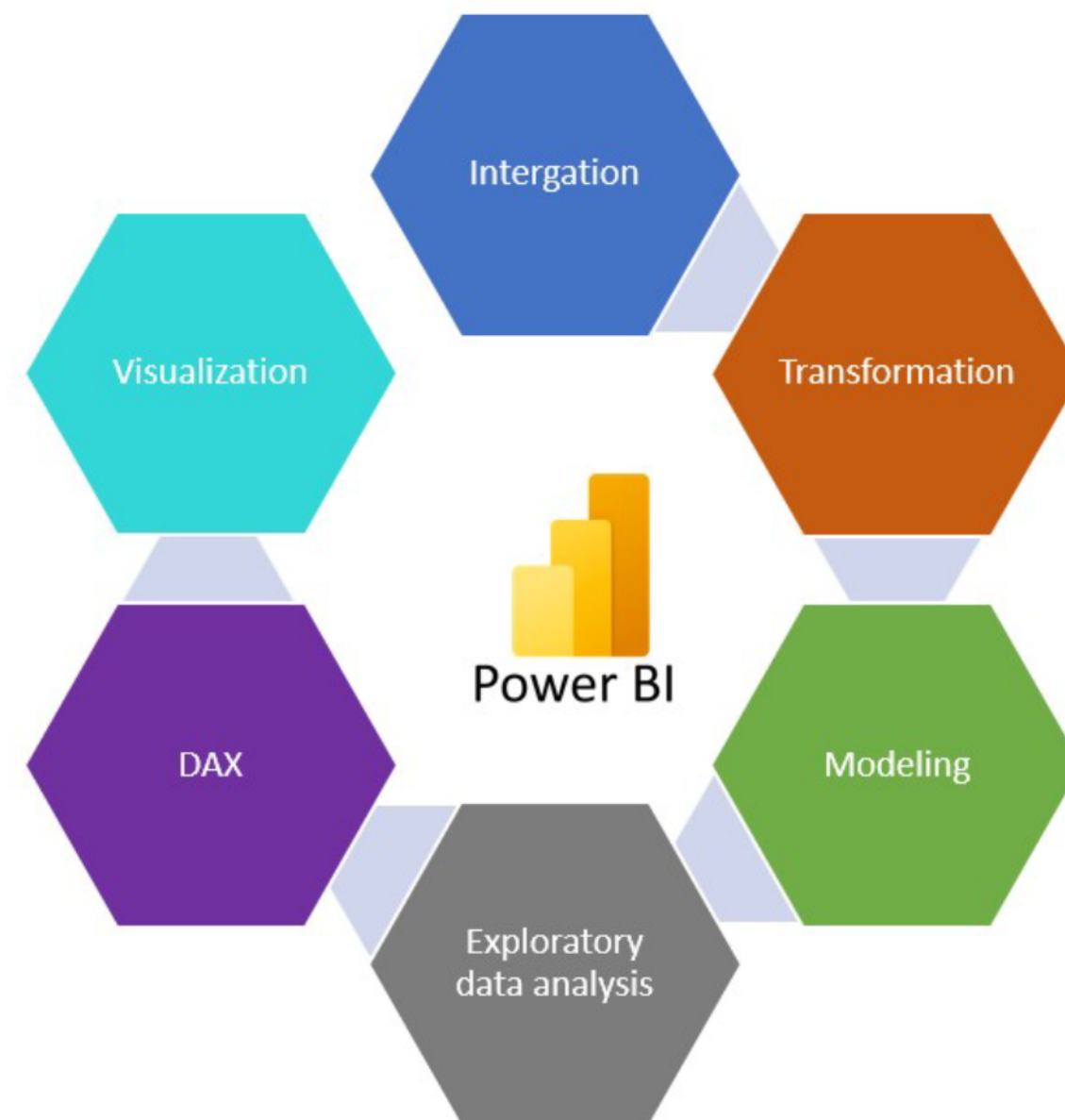


Sales Distribution Analysis



Recap

- Data intergration
- Transformation
- Modeling
- Exploratory data analysis
- DAX calculation
- Visualization
- Performance testing



Congratulations!

CASE STUDY: COMPETITOR SALES ANALYSIS IN POWER BI