

Competitor Sales Analysis in Power BI

CASE STUDY: COMPETITOR SALES ANALYSIS IN POWER BI



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What is a case study?

- Apply Power BI skills
- Combine previously learned concepts
- Solve an example real-world problem

Prerequisite courses:

- DAX functions in Power BI
- Report Design in Power BI
- Data Modeling in Power BI



End user needs



ACCESS



CLEAN



COMBINE



EXPLORATION



VISUALIZE



SHARE

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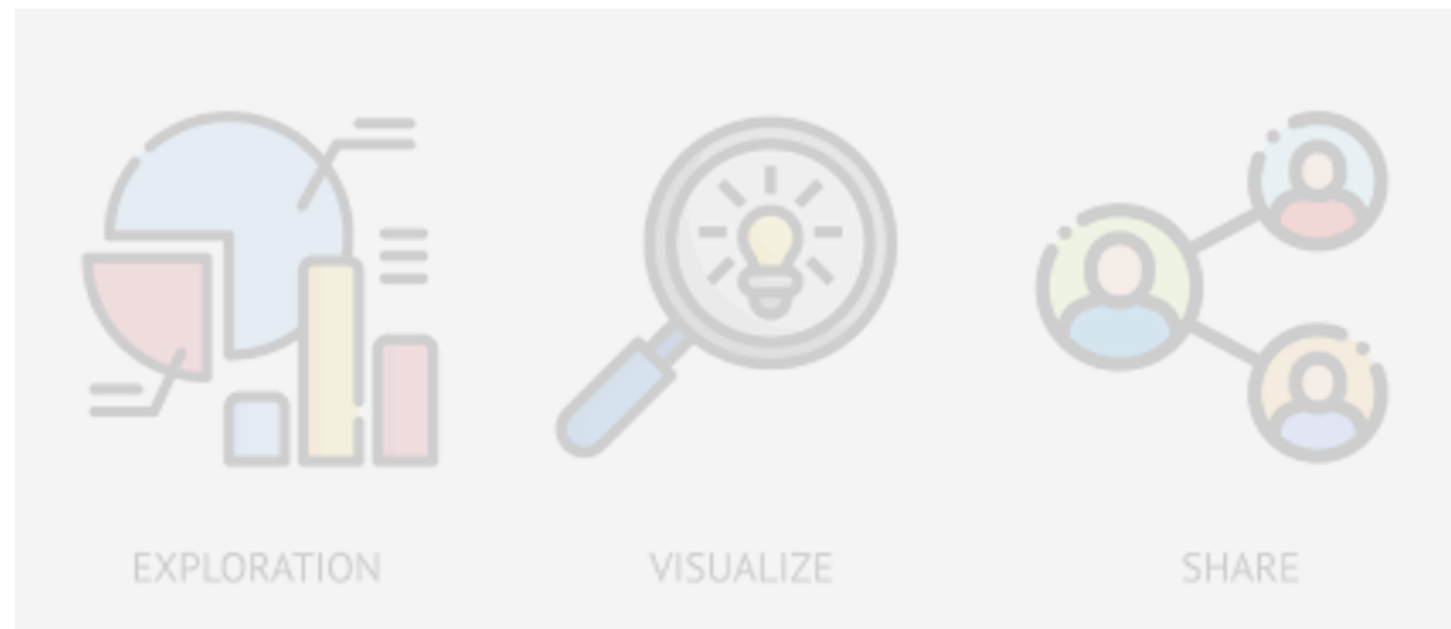
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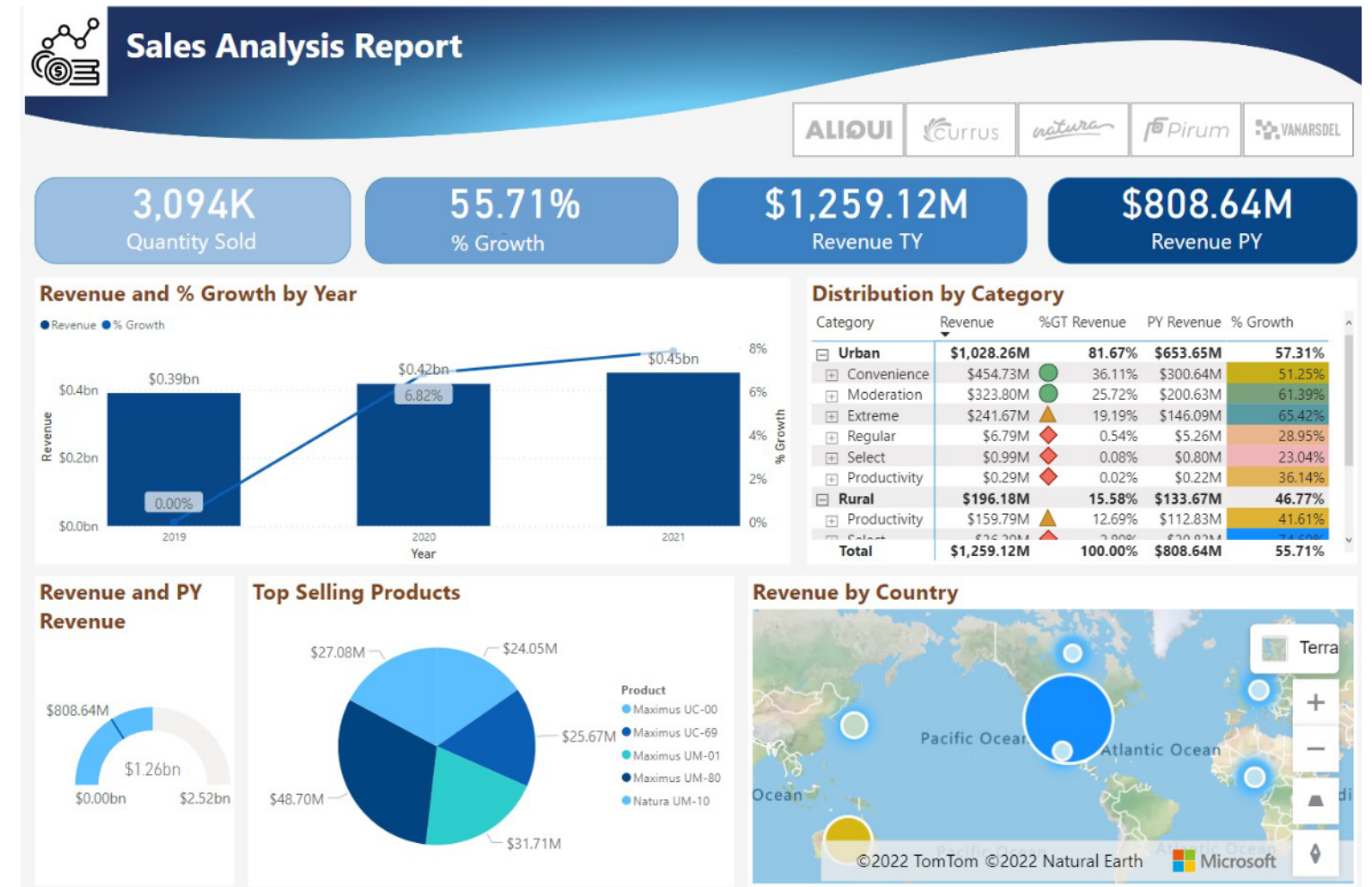
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Case study scenario

- Analyze manufacturers' sales internally
- Comparing sales against other competitors
- Comparing product performance against other competitors



The dataset: Fact table

Column name	Description
ProductID	A unique id to identify product name
Date	Sales transaction date
Zip	Zip code of the city the transaction happened
Revenue	Total revenue generated on a specific transition

The dataset: Dimension tables

Geography:

- Comprises of the geography information with city, state, and zip code details

Product

- Comprises of Products data in a named table.

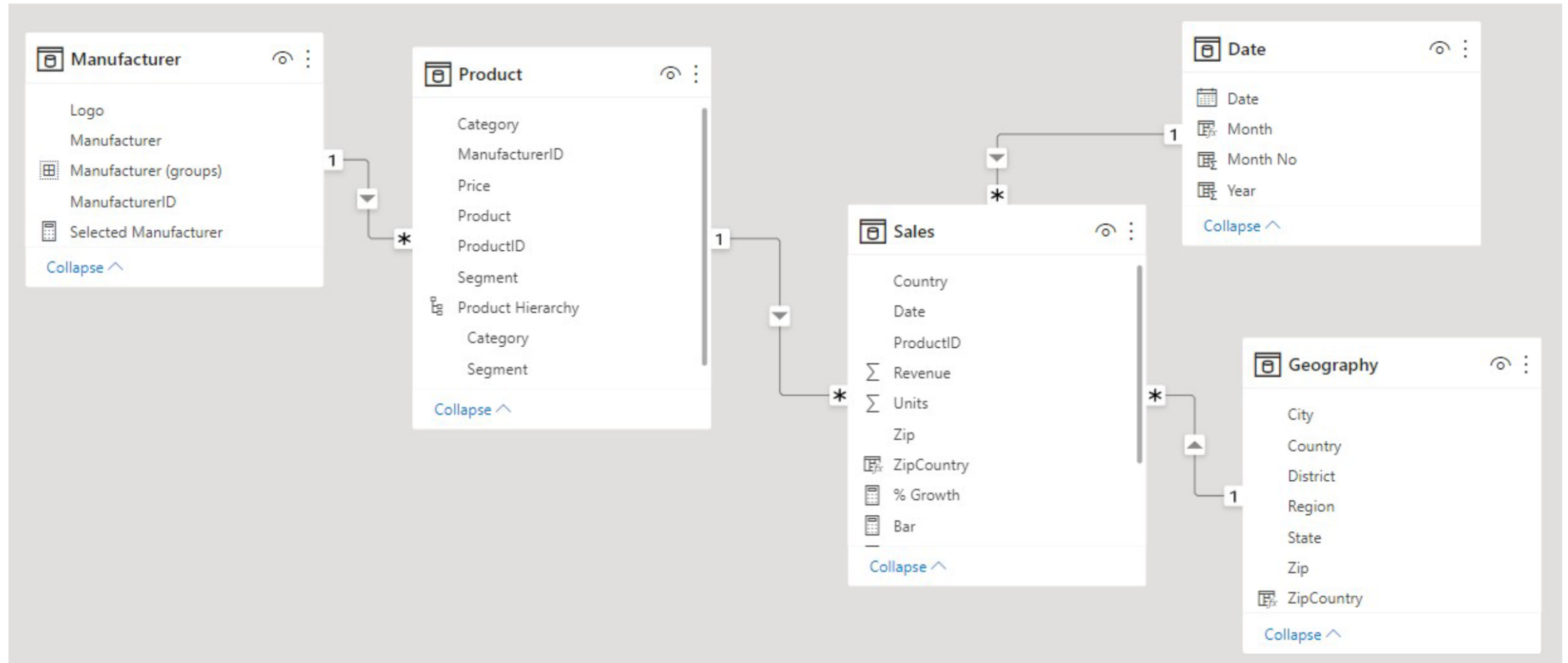
Manufacturer

- Comprises of manufacturers' information along with their logo images.

Date

- Will be created by DAX calculation during the exercise.

The dataset: Snowflake schema



Let's practice!

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