

Creating a cohesive story

CASE STUDY: ECOMMERCE ANALYSIS IN POWER BI

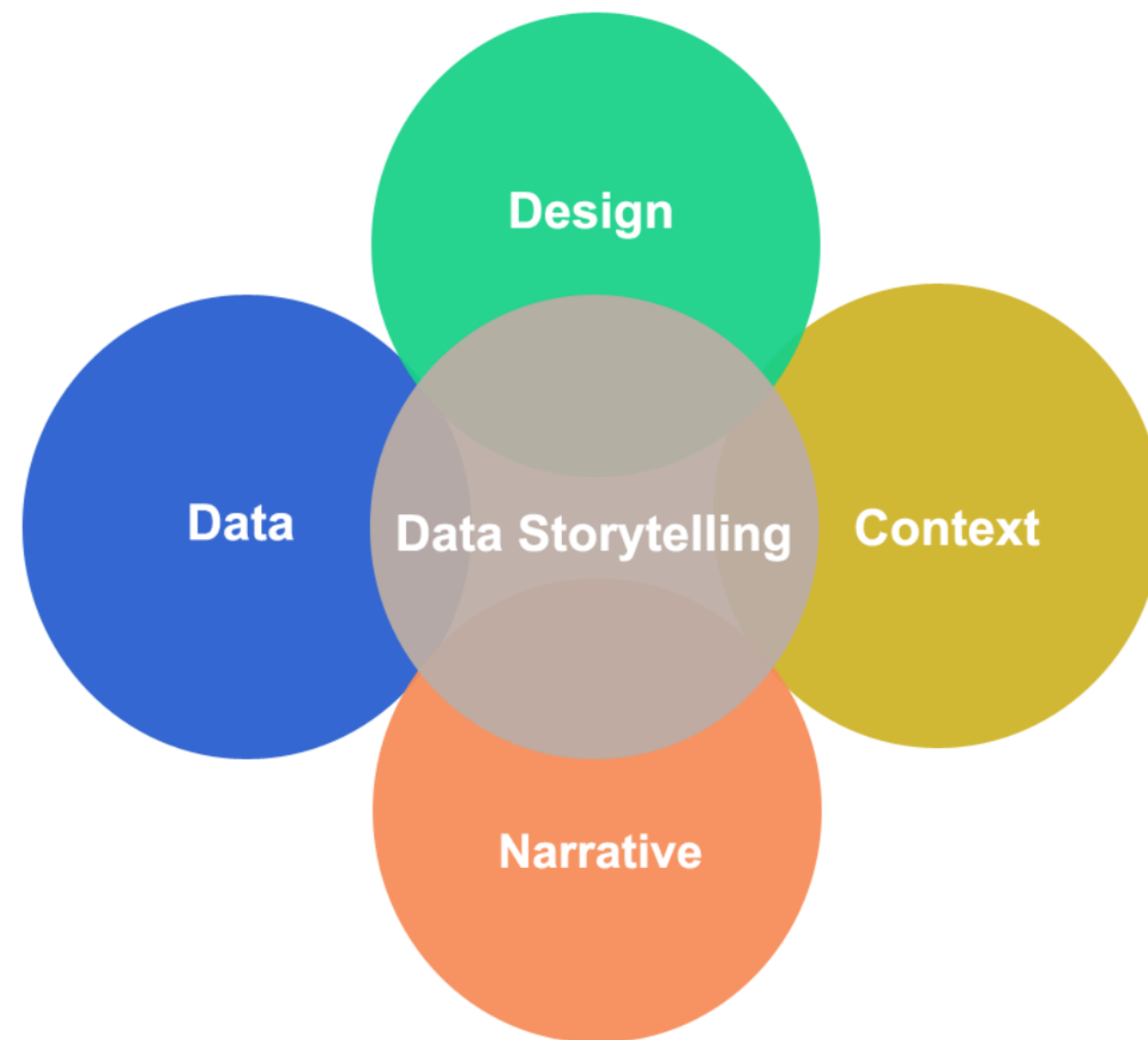


Iason Prassides

Content Developer, DataCamp

Data storytelling

- Data: should be accurate and complete
- Design: provides clarity and consistency
- Context: explains the goal(s)
- Narrative: next steps or call to action



From a developer to a consultant

- Use business user-friendly terms
- Leave out technical jargon

Report developer

Uses technical terms:

- Merges
- Data sources
- Parameters



Consultant

Asks business questions:

- How will this grow my sales or profit?
- How will this strategy improve customer satisfaction?
- How can I save on shipping costs?



Three dashboard pages

- Executive summary: KPIs
- Shipping costs: strategies to reduce costs
- Growth opportunities: specific recommendations



Let's build your data story!

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Wrap-up

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Analytics pipeline with Power BI



Data Check



Explore Data



Analyze &
Visualize Data



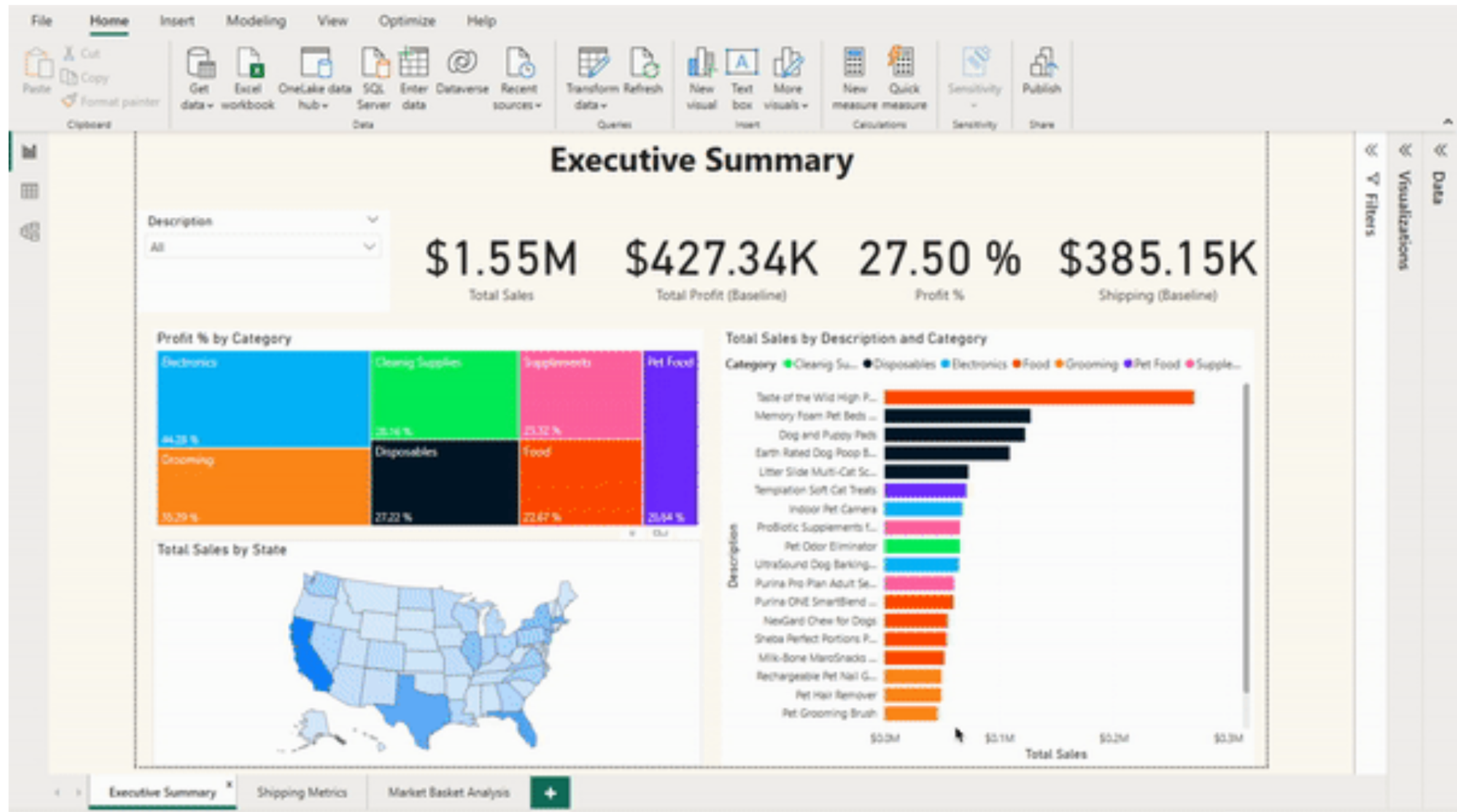
Dashboarding



Communicate
Insights



Our final dashboard pages



Recap

- Data modeling
 - Exploratory data analysis
 - DAX functions
 - Report Design
- Case Study: Analyzing Customer Churn in Power BI
 - Case Study: HR Analytics in Power BI
 - Case Study: Analyzing Job Market Data in Power BI
 - Case Study: Inventory Analysis in Power BI
 - Case Study: Competitor Sales Analysis in Power BI
 - Case Study: Supply Chain Analytics in Power BI

Congratulations!

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