**Project Title:** Sales Analysis: Power BI DAX Masterclass Project

**Project Goal:** The Power BI DAX Masterclass Course Project was undertaken to enhance proficiency in advanced analysis techniques using Data Analysis Expressions (DAX) within the Power BI environment. The project served as a practical application of course learnings, focusing on mastering DAX measures and calculated columns while working with sales data from a fictional US company.

Initially structured as a guided project, the initiative evolved to incorporate the latest features in Power BI, alongside enhancements aimed at refining the user interface.

**Key Steps Undertaken:**

1. **Data Acquisition:** Obtained the dataset from [<https://www.udemy.com/course/power-bi-dax>](https://www.udemy.com/course/power-bi-dax), forming the foundation for subsequent analysis.
2. **Data Connection:** Imported the dataset into Power BI, establishing a seamless connection for further exploration and analysis.
3. **Exploratory Data Analysis**: Conducted Exploratory Data Analysis using Query Editor techniques to assess data quality, structure, and distribution.
4. **Data Cleaning:** No data cleaning was required, ensuring a streamlined analysis process.
5. **Comprehensive Analysis**: Applied comprehensive analysis techniques, utilizing advanced DAX measures, calculated columns, and helper tables to conduct in-depth data analysis, with a primary emphasis on refining DAX proficiency. A tailored Date table was developed during the course to facilitate learning and utilization, augmenting proficiency in time-based analysis techniques.
6. **Report Design:** Following the course guidelines, a comprehensive two-tab report structure was developed, featuring Sales Analysis and Revenue Analysis. Subsequently, the layout of the first tab was redesigned to enhance user experience. The report has been enhanced with the integration of the most recent updates from Power BI. Additionally, a custom Power BI theme was utilized, created from a Color Palette extracted from an image of Lake Geneva.

**Project Outcome:** The Power BI DAX Masterclass Course Project provided valuable hands-on experience and practical application of course learnings, furthering expertise in advanced analysis methodologies within Power BI. Additionally, it contributed to enhancing user experience by incorporating the latest Power BI updates and a custom theme.