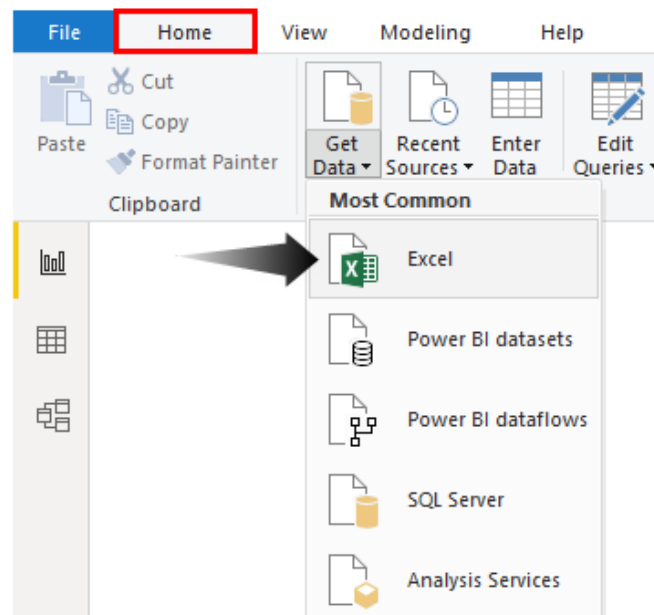


Step 1: Open Power BI Desktop, go to the “HOME” tab >>> Get Data > Excel.



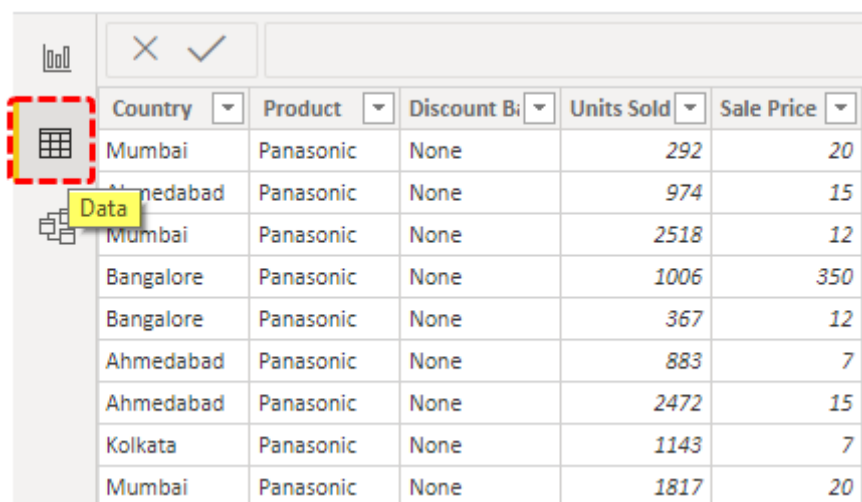
Or Get data from the internet and paste the link to the raw excel file.

https://raw.githubusercontent.com/theedanico2/PowerBI/main/TV_Sales.xlsx

Step 2: From the file chooser window, choose the file from the computer location where you have stored it.

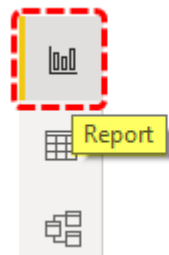
Step 3: Load the data

Step 4: Our data is uploaded to Power BI. Under the “Data” section, we shall see the uploaded data table.

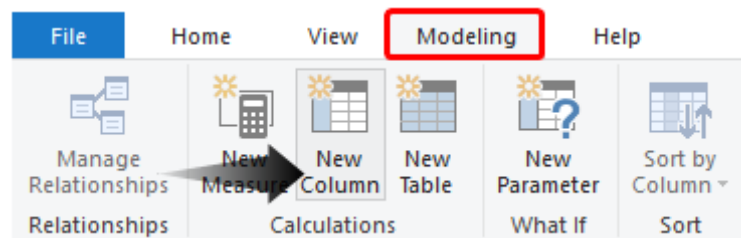


Country	Product	Discount Bi	Units Sold	Sale Price
Mumbai	Panasonic	None	292	20
Ahmedabad	Panasonic	None	974	15
Mumbai	Panasonic	None	2518	12
Bangalore	Panasonic	None	1006	350
Bangalore	Panasonic	None	367	12
Ahmedabad	Panasonic	None	883	7
Ahmedabad	Panasonic	None	2472	15
Kolkata	Panasonic	None	1143	7
Mumbai	Panasonic	None	1817	20

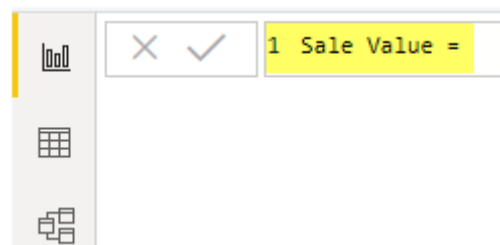
Step 5: Now, come back to the “Report.”



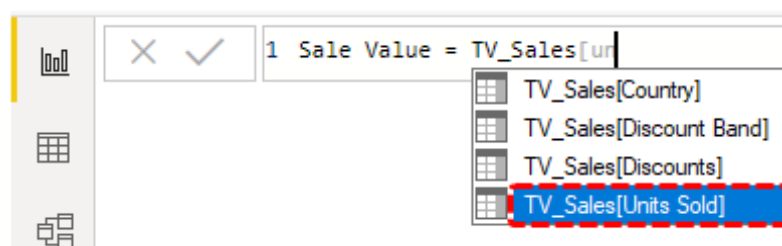
Step 6: We need to rearrange our data to create a dashboard. First, we need to find the sales value using DAX formulas. Then, click on “New Column” under “Modeling.”



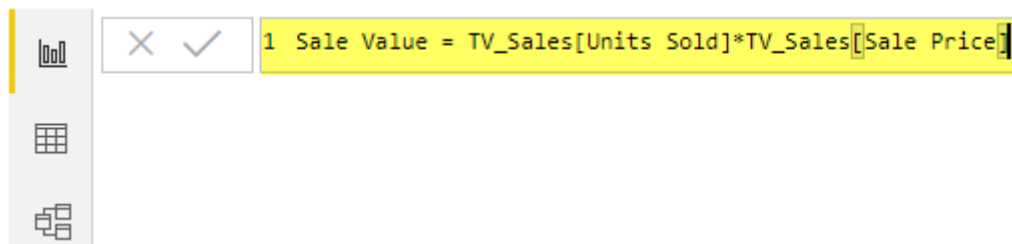
Step 7: Now, in the “New column,” first give the name for the column as “Sale Value.”



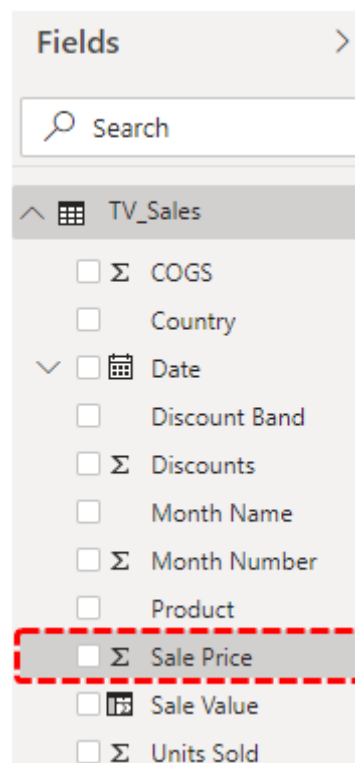
Step 8: The “Sale Value” is calculated using the formula: **Units Sold * Sale Price**. Type these header names to see the IntelliSense list.



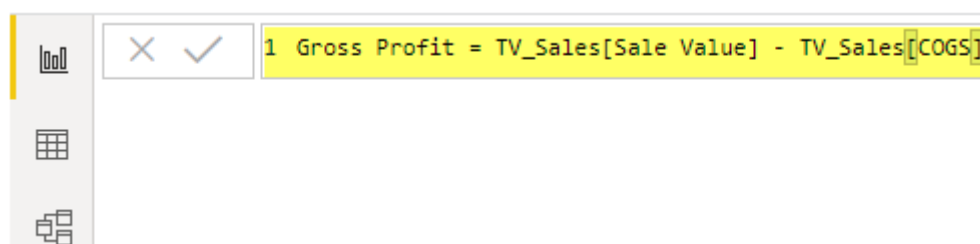
First, you must type the table name followed by a column header name. For example, after selecting the “Units Sold” column, multiply it with “Sale Price.”



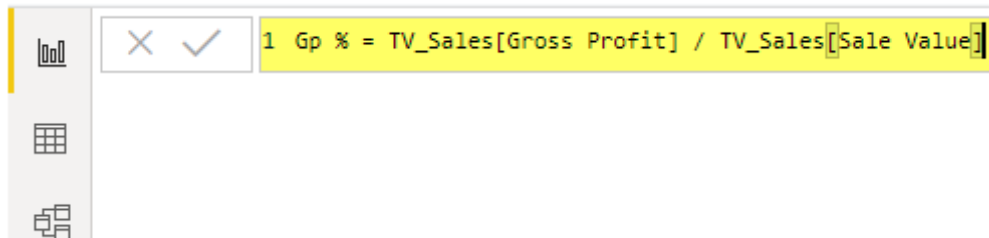
Step 9: After applying the formula, press the “Enter” key, and we shall have a new column named “Sale Value” in the table fields.



Step 10: Similarly, you need to create one more new column for “Gross Profit”, as shown below.

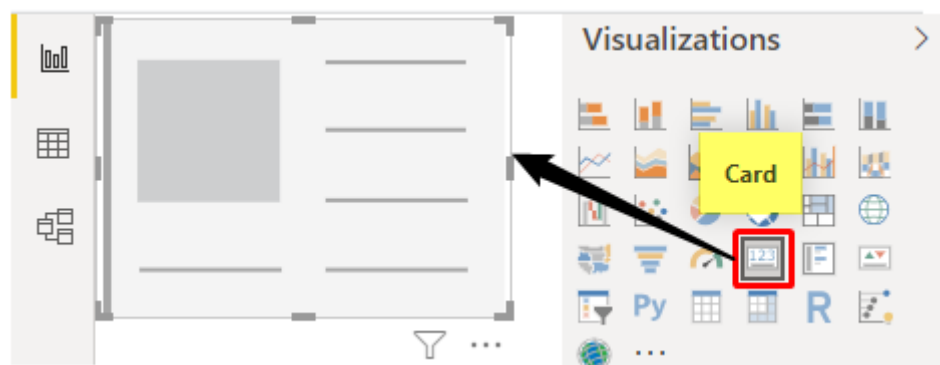


Step 11: Insert one more column and put the below DAX formula to find the Gross Profit percentage

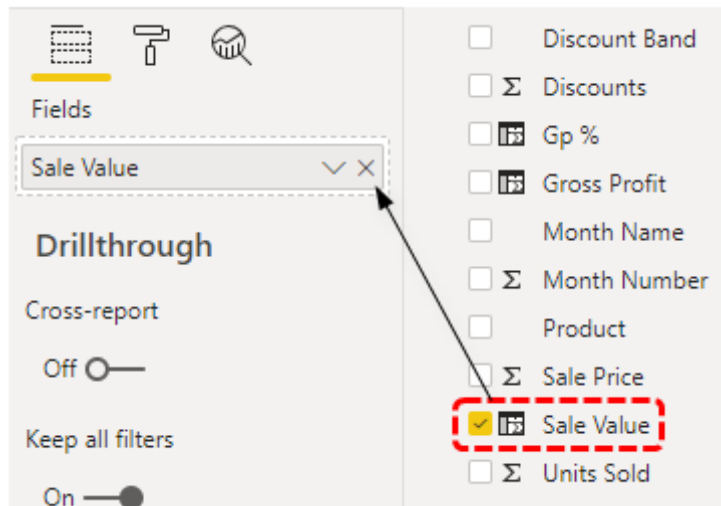


Now, we are done with all the calculated columns. Next, let us create visuals for these fields.

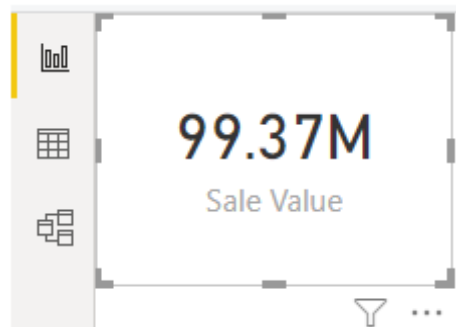
- Create a Card visual for “Sale Value,” “COGS, and “Gross Profit.” Insert card first.



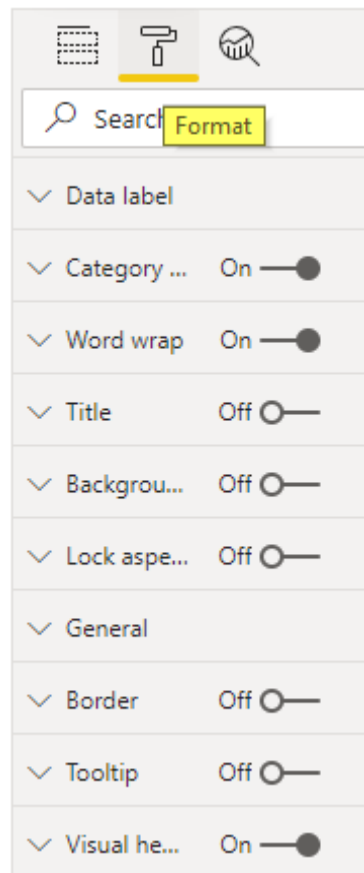
- Drag and drop the “Sale Value” column to “Fields.”



- It shall give us the total “Sales Value” on the card.



- As you can see above, by default, the card visual applies the number formatting, and the total sale value indicates 99.37 M. We can change the formatting of this card under the “Format” section.



- We have a variety of options. So, you can make use of all these to format your visual. We have formatted the card, as shown below.



We have removed "Category Label," inserted "Title" and formatted the title, the "Background" color has been changed, and the "Data Label" color has been changed.

- To show COGS
- and "Profit Value," copy and paste the same visual twice and change the fields accordingly.

Total Sale Value	Total COGS Sale	Gross Profit
99.37M	79.30M	20.07M

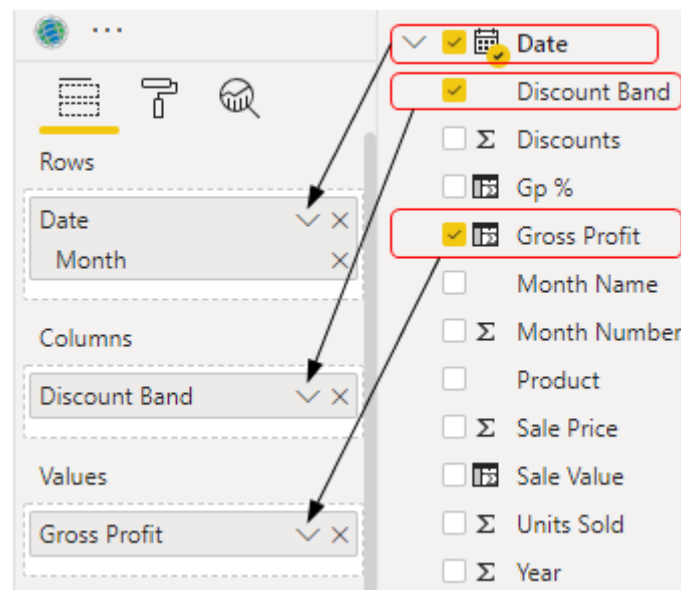
- Now, for monthly sales, COGS, and Gross Profit, choose the “Matrix” table.

- Drag and drop “Month Number” to the “Rows” field, “Sale Value,” “COGS,” and “Gross Profit” columns to the “Values” field.

- Now, we have a “Matrix” table like the one below.

Month	Sale Value	COGS	Gross Profit
January	7,307,404	5,793,733.00	1,513,670.50
February	7,699,201	6,148,984.00	1,550,217.00
March	6,124,026	4,916,993.00	1,207,033.00
April	7,429,393	6,034,790.50	1,394,602.00
May	6,767,911	5,381,571.00	1,386,340.00
June	10,268,972	8,045,140.00	2,223,832.00
July	8,833,028	7,179,054.50	1,653,973.00
August	6,325,959	5,073,556.00	1,252,403.00
September	6,845,317	5,375,565.00	1,469,752.00
October	13,313,424	10,593,834.00	2,719,590.00
November	5,947,910	4,779,614.00	1,168,296.00
December	12,508,268	9,973,022.00	2,535,246.00
Total	99,370,812	79,295,857.00	20,074,954.50

- Create one more Matrix table to show monthly gross profit numbers at different discount bands.
- Drag and drop “Month Number” to the “Rows” field and the “Gross Profit” column to the “Values” field. For the “Columns” field, insert “Discount Band.”

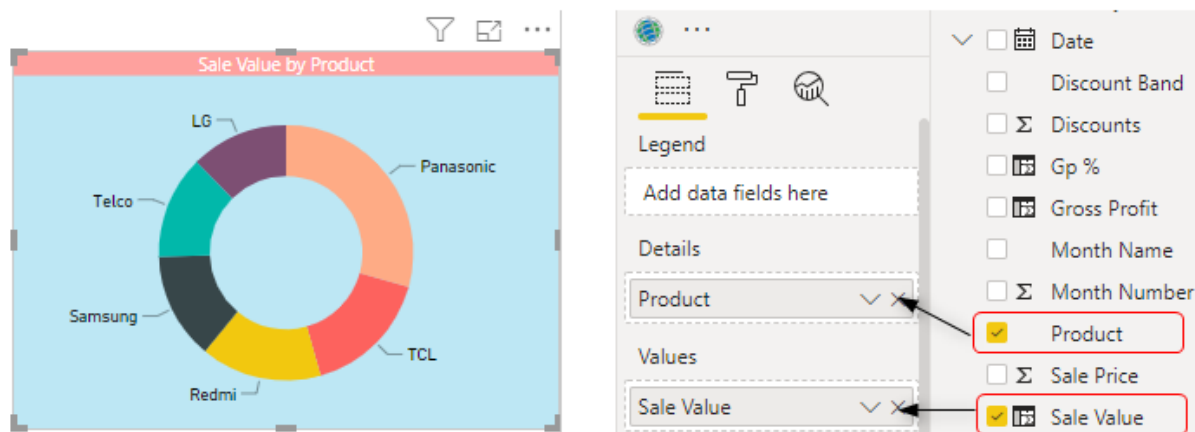


- Now, we have two different matrix tables showing data numbers.

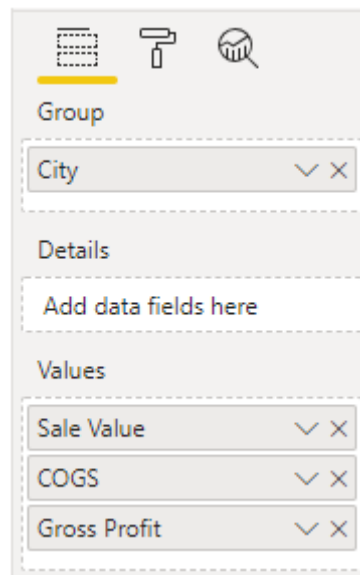
Total Sale Value				Total COGS Sale				Gross Profit			
99.37M				79.30M				20.07M			
Month	Sale Value	COGS	Gross Profit	Month	High	Low	Medium	None			
October	13,313,424	10,593,834.00	2,719,590.00	January	741,675.50	160,428.00	579,186.00	32,381.00			
December	12,508,268	9,973,022.00	2,535,246.00	February	314,606.00	361,553.00	509,698.00	364,360.00			
June	10,268,972	8,045,140.00	2,223,832.00	March	719,701.00	227,013.00	236,265.00	24,054.00			
July	8,833,028	7,179,054.50	1,653,973.00	April	299,522.00	430,164.00	600,699.50	64,216.50			
February	7,699,201	6,148,984.00	1,550,217.00	May	650,484.00	308,468.00	427,388.00				
January	7,307,404	5,793,733.00	1,513,670.50	June	690,372.00	161,134.00	1,024,772.00	347,554.00			
September	6,845,317	5,375,565.00	1,469,752.00	July	818,350.50	365,693.50	449,926.50	20,002.50			
April	7,429,393	6,034,790.50	1,394,602.00	August	496,873.00	342,705.00	329,785.00	83,040.00			
May	6,767,911	5,381,571.00	1,386,340.00	September	115,632.00	312,710.00	917,208.00	124,202.00			
August	6,325,959	5,073,556.00	1,252,403.00	October	726,062.00	1,458,310.00	530,646.00	4,572.00			
March	6,124,026	4,916,993.00	1,207,033.00	November	753,296.00	183,228.00	231,772.00				
November	5,947,910	4,779,614.00	1,168,296.00	December	247,536.00	1,249,282.00	723,598.00	314,830.00			
Total	99,370,812	79,295,857.00	20,074,954.50	Total	6,574,110.00	5,560,688.50	6,560,944.00	1,379,212.00			

From this table, we can conclude that when the discount was high, the gross profit amount was 6574110. But, when the discount was not there, it reduced the gross profit to 1379212.

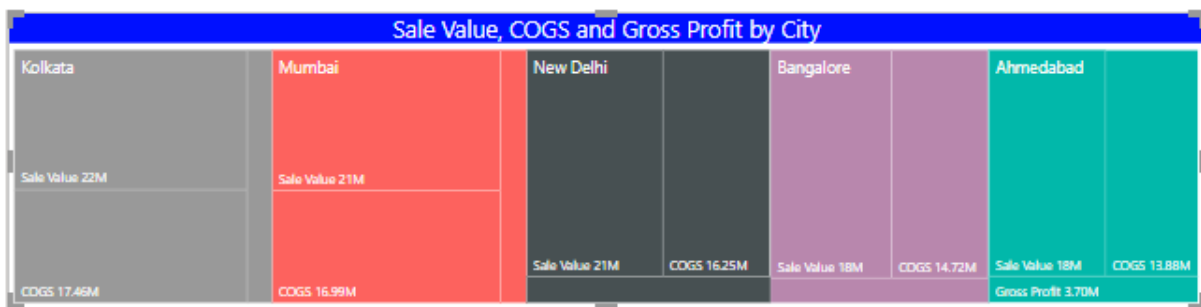
- Insert the “Donut” chart to show the sale value by product amount.



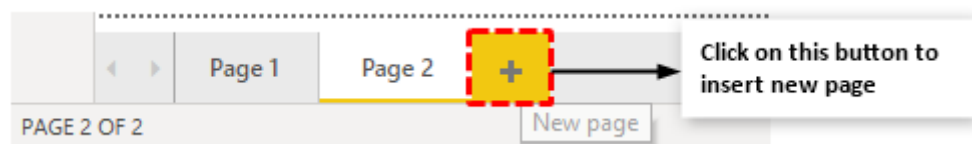
- Now, insert “Treemap” to show city-wise “Sales,” “COGS,” and “Gross Profit” values.



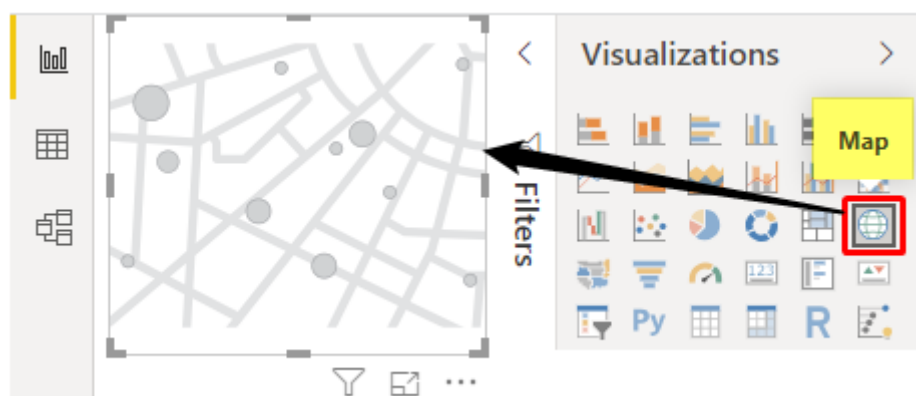
- It will create a treemap like the one below.



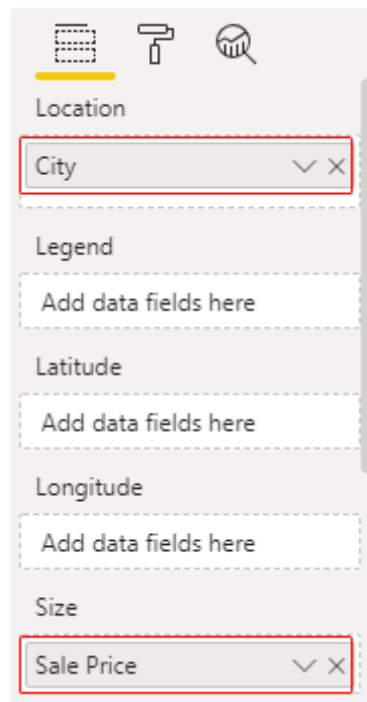
- Now, insert one more new page.



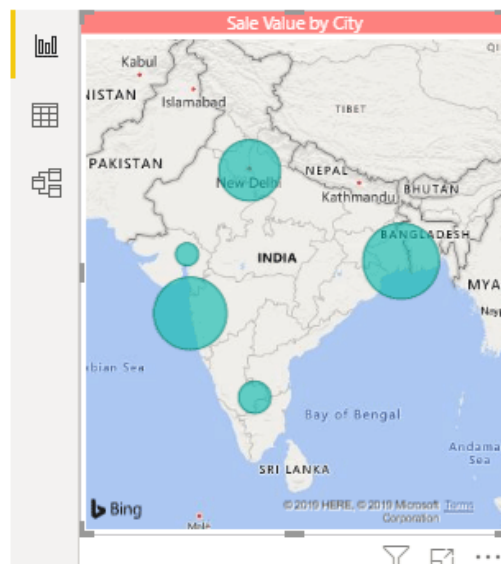
- On this page, choose the "Map" visual.



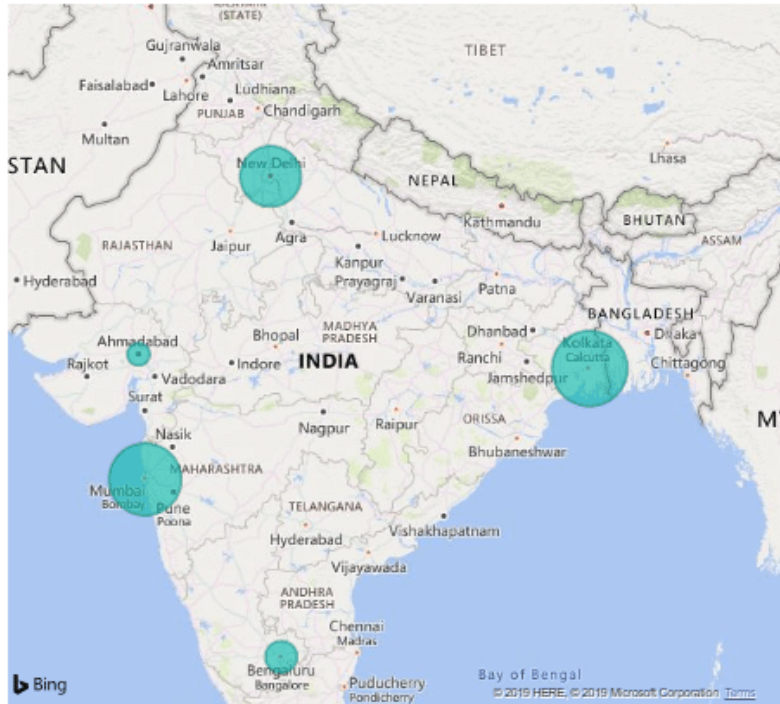
- For this Map visual, insert the “City” column for “Location” and “Sale Price” for “Size.”



- It will create bubbles for each city based on sales amount numbers.



- Increase the map size by dragging the ends of the map.



These bubbles show the sales value in each city.

Add buttons to your pages (go back the previous page, go to the next page, etc.)

Provide your answer to the following question (using visualization)

What factors influence the TV sales price? (use [key influencers visual](#))