

BSAN 875 – ASSIGNMENT 1

You have been tasked with helping Wichita Cookie Company understand their cookie sales performance. The company has given you their sales data as well as other information like cost and revenues for each product. The company wants you to translate this data into a useful dashboard that can show them their sales performance based on location and product.

For this assignment, you must come up with a creative and well-designed dashboard. Some things you can add are:

- Measures
 - Year to date (YTD, current year) sales
 - YTD Profit
 - Last month sales growth (monthly sales compared to previous month sales)
- Charts/Tables
 - Monthly sales growth
 - Line charts showing product profit by date
 - Bar charts showing profit by product
 - Map showing profit by location
 - Comparing sales by country population
 - Table to allow data exploration
- And more...

Be creative and come up with as many useful charts and measures as you can. However, you must make sure to have a well-designed and easily readable dashboard. Do not fill the dashboard with useless or redundant information. Data visualization is about communicating as much information as possible with as little ink (i.e., figures, charts, and tables) as possible.

You must submit your Power BI savefile (.pbix).