**BUSINESS INSIGHTS 360 PROJECT**

**ATILQ HARDWARE**

This Power BI project is not just a project, but a course created with real-life business scenarios. Like recorded business meetings with stakeholders. Feedback after every design is created and shared with the stakeholders, changing and adding features to the report that saves time and provides all the required key metrics in the consolidated report. etc.

Project Execution

Step – 1

The first step was to load the data into MySQL Database and connect it to the Power BI.

Step 2

Review and deleted the Database relationship created by Power BI by default.  
Also, creating the required dimension table in Power Query.

Step – 3

Data validation using some tables in Power BI and matching the values with the data provided.

Step – 4

Data Transformation. For example, creating a Last Sales Month Reference table. So the last sales month reference table will be dynamic and will change after every sale.

Step – 5

Created calculated columns in Power Query like fiscal\_year and merged the tables.

Step – 6

Data Modelling – Data modelling is a connection between different tables using a common table between them. In this project, Start Schema is used for Data Modelling where all the dimension tables were connected with Fact tables.

Step – 7

Created calculated columns using more than 40 DAX formulas (Formulas listed at the bottom). After the columns were created, verified them in either MySQL or Excel file.

Step – 8

This was the last step before started creating the design work and building the dashboards. This step was to optimize the report to reduce the report/file size. This is an important step which helps in reducing the file size so that is easy to share and access for users.

**Building The Dashboard**

I have created 5 different report views on this report which serves the needs of various stakeholders. Let’s have a look at each of them.

The first page of the report is a home page with the navigation to all other views and a summary of each page so a user can directly access the report they need to look at.

**Finance View**

The Finance View shows the P & L statements. The Top Performing and Bottom Performing products and customers. Different product segment performances in different regions. The most important metric here is it shows the Year-on-Year comparison of P & L in a single view.

There is one button created for this view which displays the Net Sales performance Vs Last Year and Vs Target. This helps in decision-making by comparing past performance with the target to achieve the desired goals.

**Sales View**

The sales view is for the sales team to drill down the performance of each product and customer in individual regions. Like the finance view it does have the same filters to provide in-depth analysis of sales performance.

**Marketing View**

The Marketing View contains Gross Margin %, Net Profit %, Operational Expenses and Cost of Goods Sold which are important financial stats that marketing should be aware of. This helps in deciding the marketing budget for each product in a particular market. Marketing will also be aware of the potential customers and potential market and whether there is a scope for business or not.

**Supply Chain View**

The supply chain is also a very important part of any business which if not planned in a timely manner can increase the operating cost. Keeping an inventory involves some cost and similarly not having an inventory and not delivering the products on time can harm the business.

The supply chain team should know about the demand for the products from time to time. So historical data helps them in making informed decisions. The visual above shows that the forecast accuracy of 80.26% in the first Quarter of the year 2020 was not good as compared to the 85.92% forecast accuracy of the same period in the year 2019.