

Q&A: TASK 2

1. Total Sales Calculation

Ans: To calculate company's Total sales I have created the following DAX Measures:

Total Sales = SUM('Sales Analysis Dashboard'[Sales])

This measure aggregates all sales transactions. I displayed the result using a KPI card visual in Power BI, highlighting overall revenue performance for management review.

2. Total Profit Calculation

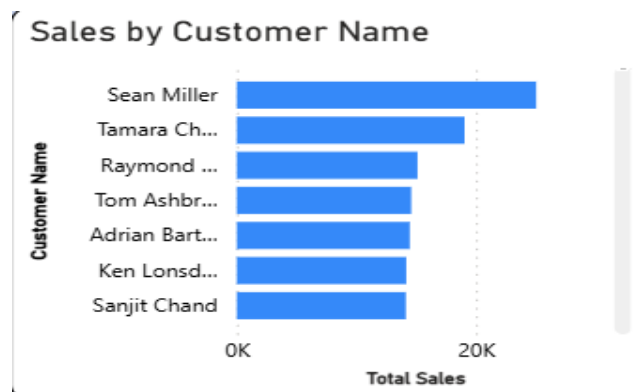
Ans: Profit Across all orders is calculated with

Total Profit = SUM('Sales Analysis Dashboard'[Profit])

3. Sales by Customer Calculation

Ans: To analyze sales performance by customer, I used the Total Sales measure in a bar chart:

Sales by Customer = SUMMARIZE('Sales Analysis Dashboard', [Customer Name], 'Total Sales', SUM([Sales]))



This visual clearly ranks customers by the revenue generated, helping identify high-value clients and focusing relationship efforts on key accounts.

4. Average Discount Calculation

Ans: I calculated the average discount provided per transaction using:

Average Discount = AVERAGE('Sales Analysis Dashboard'[Discount])

This measure is shown with a card or summary table, supporting analysis of pricing strategy effectiveness and helping optimize discount policies.

5. Total Quantity Calculation

Ans: Total quantity of units sold is measured via:

Total Quantity = SUM('Sales Analysis Dashboard'[Quantity])

6. Profit Margin Calculation

Ans: Profit margin indicates how much profit the organization earns per unit of sale:

Profit Margin = DIVIDE([Total Profit], [Total Sales])

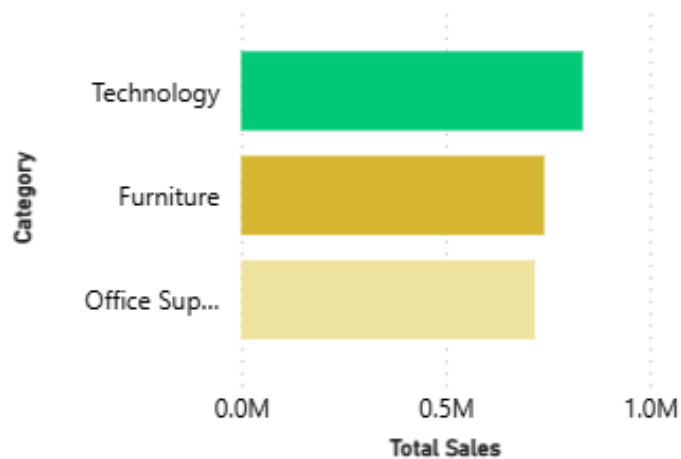
This ratio is shown as a KPI on the dashboard. It is crucial for evaluating the financial health and setting pricing strategies.

7. Sales by Product Category Calculation

Ans: Product category sales are analyzed using:

- Visual: Bar chart
- Axis: Category
- Values: Total Sales

Sales by Category



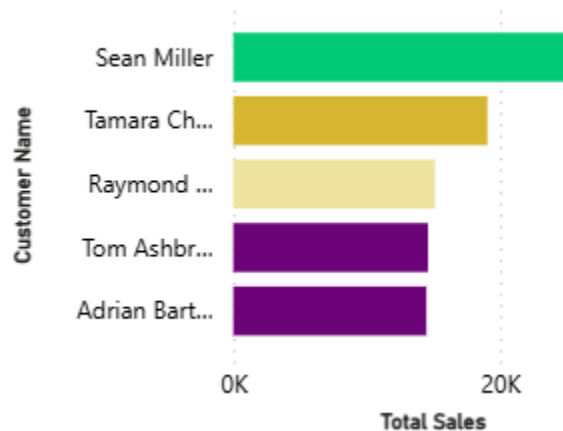
This chart spotlights which segments contribute most to revenue, guiding inventory allocation and marketing campaigns toward the most profitable categories.

8. Top 5 Customers by Sales Calculation

Ans: To identify top customers, I used the Total Sales measure with a Top N filter:

- Visual: Bar chart
- Axis: Customer Name
- Values: Total Sales
- Filter: Top 5 by sales value

Sales by Customer Name



This visual highlights the five highest revenue-generating customers, informing targeted sales promotions and retention strategies.

9. Year-over-Year Sales Growth Calculation

Ans: Year-over-year growth is tracked with this DAX measure:

YOY Sales Growth =

VAR CurrentYear = YEAR(TODAY())

VAR PrevYearSales = CALCULATE([Total Sales], YEAR('Sales Analysis Dashboard'[Order Date]) = CurrentYear - 1)

VAR CurrYearSales = CALCULATE([Total Sales], YEAR('Sales Analysis Dashboard'[Order Date]) = CurrentYear)

RETURN DIVIDE(CurrYearSales - PrevYearSales, PrevYearSales)

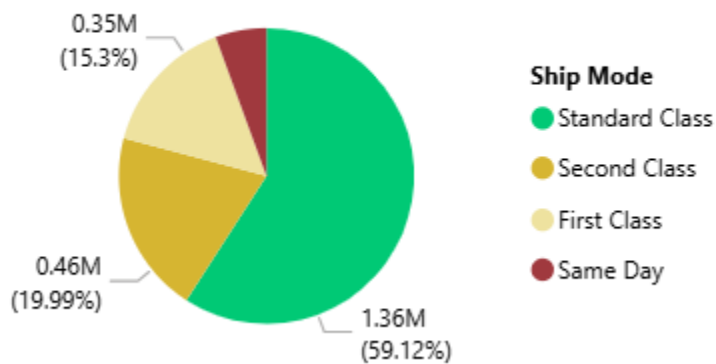
A KPI card or line chart shows annual sales trend, allowing management to evaluate growth initiatives and strategic effectiveness.

10. Total Sales for Each Ship Mode Calculation

Ans: Shipping method sales are visualized as follows:

- Visual: Pie chart
- Legend/Axis: Ship Mode
- Values: Total Sales

Sales by Ship Mode



This visualization compares sales distribution across shipping methods, helping logistics managers optimize shipping partnerships and reduce costs.