Implementation File:

1. Tools Used
• Excel: Pivot tables, charts
• Power BI: Data cleaning, data modeling, DAX measures, dashboards
• Tableau: Visual storytelling and dashboards

2. Implementation Steps
Step 1: Data Extraction
Imported raw e-commerce dataset into Excel and Power BI.

Step 2: Data Cleaning
Removed duplicates, fixed date formats, corrected data types, standardized fields, and filtered invalid entries.

Step 3: Data Transformation
Created new fields such as year, month, revenue formulas, and standardized names.

Step 4: KPI Creation Using DAX
Implemented custom DAX measures such as Total Revenue, AOV, Return Rate, Lost Revenue, etc.

Step 5: Dashboard Development
Built dashboards in Power BI and Tableau showing product, time, and geographical analyses.

Step 6: Excel Pivot Visuals
Prepared pivot charts for profit, quantity, and price trends.

3. Team Roles
• Yosr Ahmed – Data Extraction & Cleaning
• Jessica Elkess Bishouy – Power BI, DAX, Visualizations, Insights
• Sherry Atef – Excel Pivot Tables & Visualizations
• Marina Bassem – Tableau Visualizations
• Hager Wael – Data Transformation & Introduction

4. Final Deliverables
• Clean dataset
• Power BI dashboard
• Tableau dashboard
• Excel analysis workbook

- Documentation file
- Presentation slides