

BASIC SALES ANALYTICS



Sales Manager of Johnson Store



Recently hired

Guide, Train & Mentor the team

Set Goal and Sales Plan

Sale Opportunities

Analyze Sale Data

Basic Sales Analytics

ANALYZE DATA

Basic Sales Analytics

Bird-eye view of the Sale Department of Johnson Store



No. of Location = 12 State

No. of Sales Officers = 45

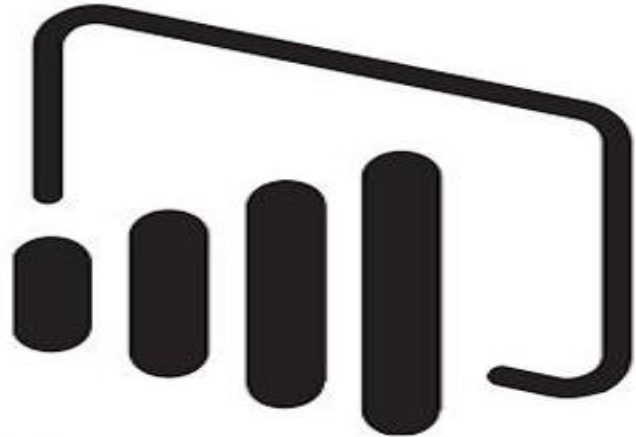
No. of Assistant Manager Sales = 03

No. of Products = 101

Sales Ranges from USD 19 Million

Basic Sales Analytics

Getting Started with Power BI



 Microsoft
Power BI

Install Power BI

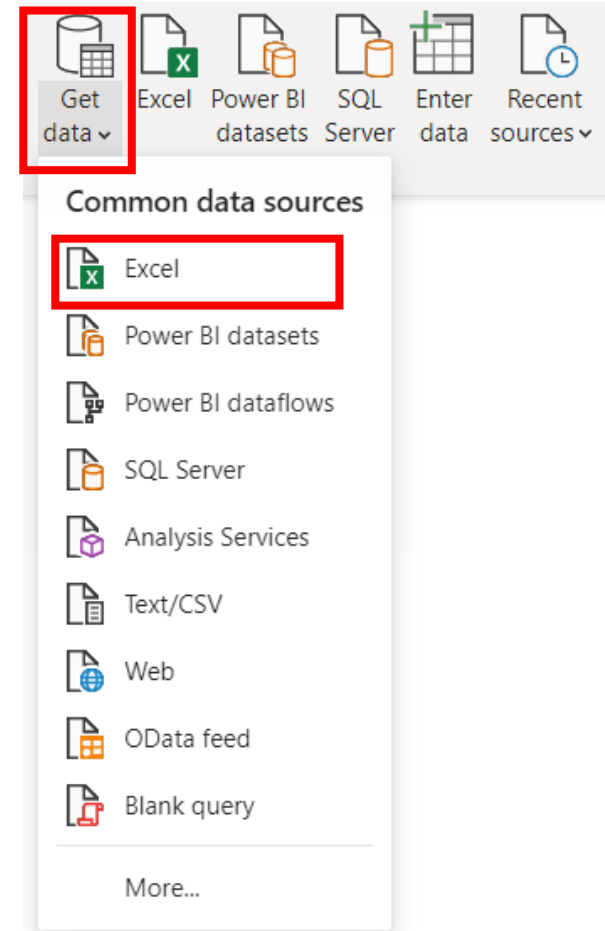
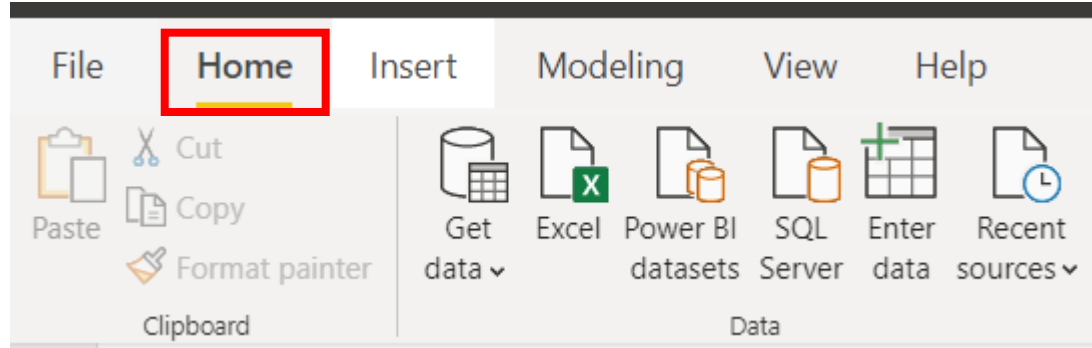
Get Data in to Power BI

Develop Relationship among Tables

Start Analyzing the Data

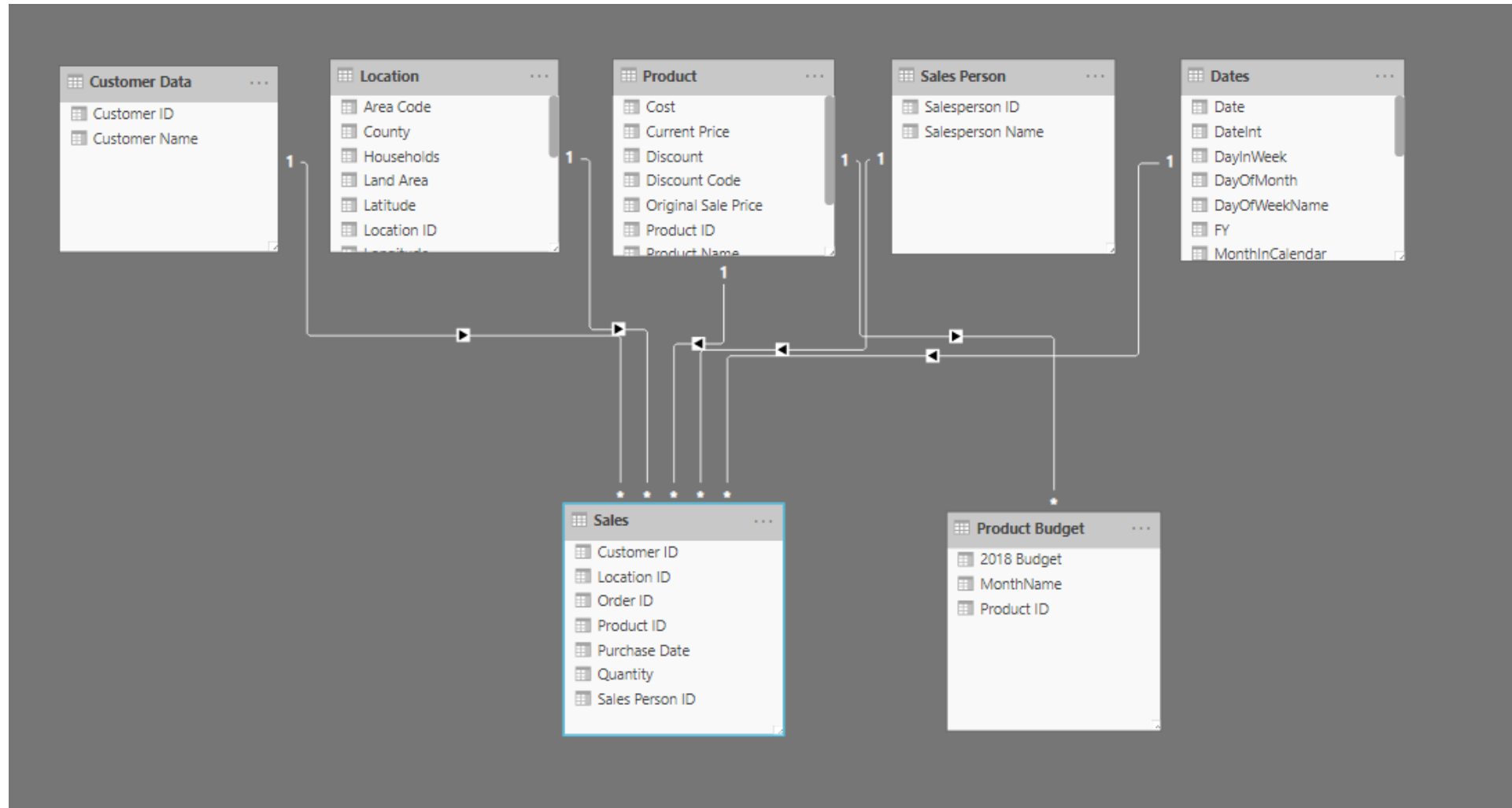
Basic Sales Analytics

Get Data in Power BI



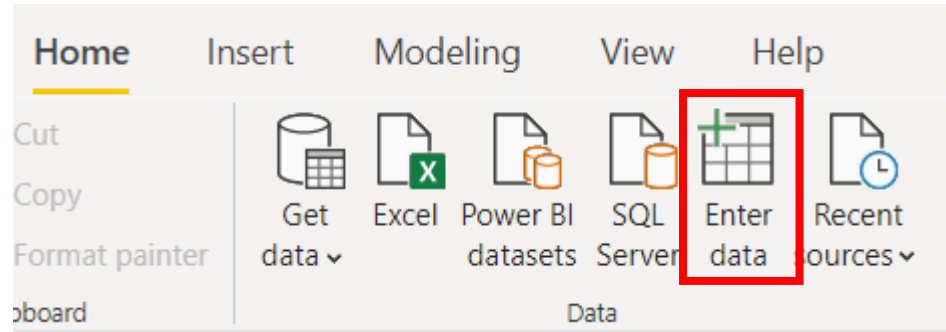
Basic Sales Analytics

Develop Relationships



Basic Sales Analytics

Create a Table of “Key Measures”



Basic Sales Analytics

CALCULATE

Total Sales

Total Costs

Total Profits

Total Unit Sold

Total Product

Profit Margin %age

Basic Sales Analytics

Calculate “Total Sales”

Sales Table

| Order | Product | Location | Sales Person | Customer | Purchase Date | Quantity |
|---------|---------|----------|--------------|----------|---------------|----------|
| AX19182 | ENX2000 | A100 | EMP1017 | C1365 | 15/07/2017 | 1 |
| AX13301 | ENX2000 | A124 | EMP1023 | C1322 | 23/06/2017 | 1 |
| AX16026 | ENX2000 | A125 | EMP1043 | C1616 | 19/02/2017 | 1 |
| AX13486 | ENX2000 | A100 | EMP1043 | C1670 | 20/06/2018 | 1 |
| AX10528 | ENX2000 | A110 | EMP1003 | C1373 | 28/07/2017 | 1 |
| AX16328 | ENX2000 | A122 | EMP1040 | C1595 | 11/01/2017 | 1 |
| AX20967 | ENX2000 | A112 | EMP1040 | C1342 | 18/04/2017 | 1 |

Product Table

| Product ID | Product Name | Cost | Current Price | Taxes |
|------------|--------------|------|---------------|--------|
| ENX2000 | Product 1 | 1367 | 2241 | 336.15 |
| ENX2001 | Product 2 | 504 | 951 | 142.65 |
| ENX2002 | Product 3 | 534 | 847 | 127.05 |
| ENX2003 | Product 4 | 1516 | 1783 | 267.45 |
| ENX2004 | Product 5 | 665 | 1278 | 191.7 |
| ENX2005 | Product 6 | 561 | 684 | 102.6 |
| ENX2006 | Product 7 | 1443 | 1826 | 273.9 |



Basic Sales Analytics

Calculate “Total Sales”

SUMX from “Math and Trig Function”

RELATED from “Filter Function”

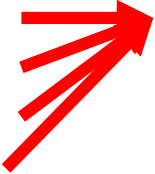
Total Sales = SUMX(Sales, Sales[Quantity] * RELATED (Product[Current Price]))

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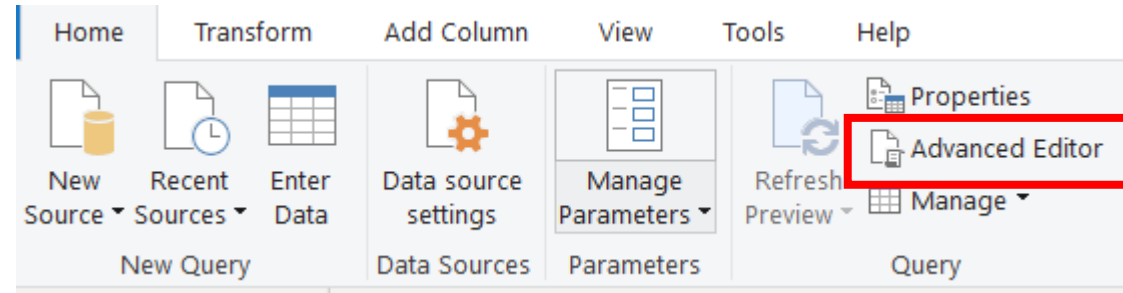
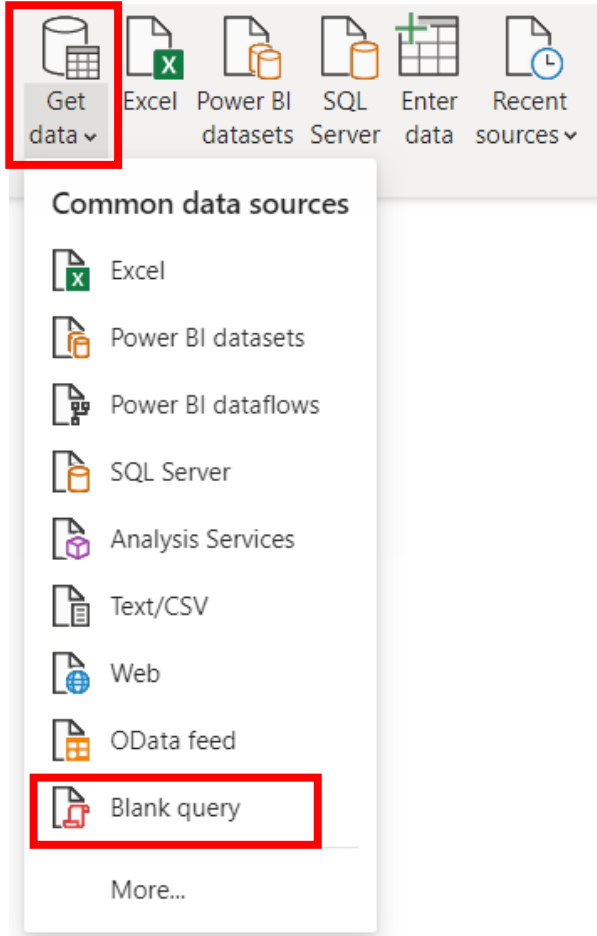
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| ENX2004 | Product 5 | 665 | 1278 | 191.7 |
| ENX2005 | Product 6 | 561 | 684 | 102.6 |
| ENX2006 | Product 7 | 1443 | 1826 | 273.9 |



Basic Sales Analytics

Create a Date Table



Basic Sales Analytics

Calculate “Total Costs”

SUMX from “Math and Trig Function”

RELATED from “Filter Function”

Total Cost = SUMX(Sales, Sales[Quantity] * RELATED (Product[Cost]))

Sales Table

| Order | Product | Location | Sales Person | Customer | Purchase Date | Quantity |
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Basic Sales Analytics

Calculate “Total Profits”

Total Profits = Total Sales – Total Cost

Basic Sales Analytics

Calculate “Total Unit Sold”

Total Unit Sold = SUM(Sales[Quantity])

Basic Sales Analytics

Calculate “Total Product”

Total Products = DISTINCTCOUNT('Product'[Product Name])

Basic Sales Analytics

Percentage of Profit Margin

Divide from “Math and Trig Function”

Syntax

DIVIDE(<numerator>, <denominator> [,<alternateresult>])

Example 1

Example 1

Example 1

Syntax

Divide(5,2)

Divide(5,0)

Divide(5,0,1)

Result

2.5

Blank

1

Basic Sales Analytics

Percentage of Profit Margin

Profit Margin %age= Divide([Total Profits],[Total Sales], 0)

Basic Sales Analytics

CALCULATE

Total Sales

Total Costs

Total Profits

Total Unit Sold

Total Product

Profit Margin %age

Build

BASIC SALES ANALYTICS

Interactive Dashboard

CONGRATULATIONS

BASIC SALES ANALYTICS

IS COMPLETED