The Report

In the beginning, the case was just data for a company that did not indicate any useful information that would help decision-makers. In this case, after collecting a number of revenues and expenses over the months.
Needed to know the answers to a number of questions to make important decisions based on intuition-free data.

The Questions:-

About Rev. & Exp.

- What is the total sales and profit for the whole period? And What Total products sold? And What is Net profit?
- In which month was the highest percentage of revenue achieved? And in the same month, what is the largest day have amount of revenue?
- In which month was the highest percentage of expenses achieved? And in the same month, what is the largest day have amount of exp.?
- What is the extent of the change in expenditures for each month?
Percentage change in net profit over the months?

About Distribution

- What is the number of products sold each month in the largest state?
-The top 3 largest states buying products during the two years?

Comparison

- Between Sales Method by Sales?
- Between Men and Women's Product by Sales?
- Between Retailer by Profit?

What I did?

- Understanding the data
- preprocessing and clean the data
- Solve The problems in the cleaning like missing data or false type data
- querying the data and make some calculations like "COGS" with power query "Excel".
- Modeling and make some measures on the data with power pivot "Excel"
- After finishing processing and preparation, I made Some Pivot tables to answers the questions.
- Last, I made a dashboard with Power BI to visualize The Results.

The answers: -

About Rev. & Exp.

What is the total sales and profit for the whole period? And What Total products sold? And What is Net profit?

Sum Of Sales	Sum Of Profit	Sum Of Units Sold
$ 89,990,190.00	$ 33,213,507.00	$ 2,478,861.00

Row Labels	Sum Of Profit
2020	$ 6,337,582.00
2021	$ 26,875,925.00
Grand Total	$ 33,213,507.00

In which month was the highest percentage of revenue achieved? And in the same month, what is the largest day have amount of revenue?

Sum Of Sales	Column Labels		
Row Labels	2020	2021	Grand Total
يناير	1.81%	6.14%	7.94%
فبراير	1.67%	5.12%	6.79%
مارس	1.96%	4.35%	6.31%
أبريل	2.73%	5.30%	8.04%
مايو	1.88%	7.07%	8.95%
يونيو	0.98%	7.32%	8.31%
يوليو	1.91%	8.70%	10.61%
أغسطس	2.21%	8.03%	10.24%
سبتمبر	2.03%	6.60%	8.63%
أكتوبر	1.20%	5.90%	7.10%
نوفمبر	0.96%	6.58%	7.54%
ديسمبر	0.89%	8.65%	9.54%
Grand Total	20.23%	79.77%	100.00%

Row Labels	Sum Of Sales
16/07/2021	$ 1,226,111.00
Grand Total	$ 1,226,111.00

In which month was the highest percentage of expenses achieved? And in the same month, what is the largest day have amount of exp.?

Sum Of Exp.	Column Labels		
Row Labels	2020	2021	Grand Total
يناير	1.84%	6.33%	8.16%
فبراير	1.72%	5.27%	6.99%
مارس	2.08%	4.33%	6.41%
أبريل	2.70%	5.19%	7.89%
مايو	1.95%	6.96%	8.91%
يونيو	1.15%	7.31%	8.46%
يوليو	2.15%	8.67%	10.82%
أغسطس	2.21%	7.96%	10.17%
سبتمبر	1.97%	6.25%	8.22%
أكتوبر	1.18%	5.66%	6.84%
نوفمبر	1.03%	6.56%	7.59%
ديسمبر	0.94%	8.62%	9.56%
Grand Total	20.91%	79.09%	100.00%

Row Labels	Sum Of Exp.
16/07/2021	$ 772,116.00
Grand Total	$ 772,116.00

What is the extent of the change in expenditures for each month? Percentage change in net profit over the months?

Sum Of Exp.	Column Labels	
Row Labels	2020	2021
يناير	$ 1,042,372.00	$ 3,591,352.00
فبراير	$ 979,068.00	$ 2,991,683.00
مارس	$ 1,179,857.00	$ 2,457,078.00
أبريل	$ 1,530,572.00	$ 2,947,499.00
مايو	$ 1,104,718.00	$ 3,951,415.00
يونيو	$ 653,711.00	$ 4,149,557.00
يوليو	$ 1,222,832.00	$ 4,919,740.00
أغسطس	$ 1,253,901.00	$ 4,517,556.00
سبتمبر	$ 1,118,465.00	$ 3,546,702.00
أكتوبر	$ 669,678.00	$ 3,213,578.00
نوفمبر	$ 583,877.00	$ 3,726,294.00
ديسمبر	$ 531,432.00	$ 4,893,746.00
Grand Total	$ 11,870,483.00	$ 44,906,200.00

Sum Of Profit	Column Labels	
Row Labels	2020	2021
يناير	9.20%	7.19%
فبراير	8.22%	6.02%
مارس	9.25%	5.42%
أبريل	14.68%	6.79%
مايو	9.26%	8.96%
يونيو	3.62%	9.09%
يوليو	7.76%	10.84%
أغسطس	11.58%	10.09%
سبتمبر	11.23%	8.89%
أكتوبر	6.53%	7.79%
نوفمبر	4.39%	8.18%
ديسمبر	4.28%	10.74%
Grand Total	100.00%	100.00%

About Distribution

What is the number of products sold each month in the largest state?

Sum Of Units Sold	Column Labels	
Row Labels	2020	2021
New York	111,954	57,186
يناير	29,834	4,522
فبراير	14,712	4,570
مارس	27,650	4,448
أبريل	22,146	4,362
مايو	10,950	4,663
يونيو		5,038
يوليو	6,662	5,349
أغسطس		5,265
سبتمبر		4,688
أكتوبر		4,517
نوفمبر		4,695
ديسمبر		5,069

The top 3 largest states buying products during the two years?

Sum Of Units Sold	2020	2021	Grand Total
California	23,223	140,061	163,284
New York	111,954	57,186	169,140
Texas	90,322	69,178	159,500
Grand Total	225,499	266,425	491,924

Comparison

Between Sales Method by Sales?

Row Labels	Sum Of Sales
In-store	$ 35,664,375.00
Online	$ 24,767,262.00
Outlet	$ 29,558,553.00
Grand Total	$ 89,990,190.00

Between Men And Women's Product By Sales?

Row Labels	Sum Of Sales
Men	$ 48,622,854.00
Women	$ 41,367,336.00
Grand Total	$ 89,990,190.00

Between Retailer By Profit?

Row Labels	Sum Of Profit
Amazon	$ 2,881,839.00
Foot Locker	$ 8,072,241.00
Kohl's	$ 3,681,116.00
Sports Direct	$ 7,433,308.00
Walmart	$ 2,578,203.00
West Gear	$ 8,566,800.00
Grand Total	$ 33,213,507.00

And The Charts in the Dashboard power BI file or in the dashboard PDF.

Ahmed Samir

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