



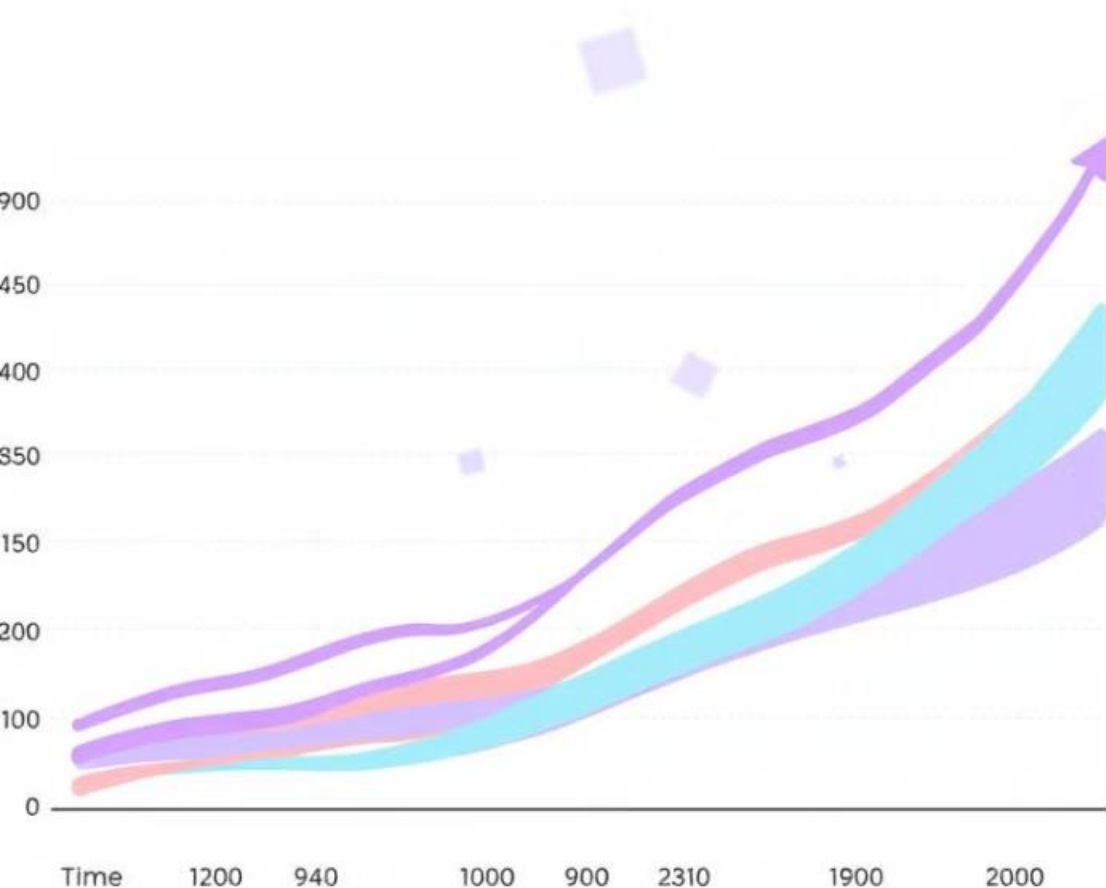
Contoso Revenue Trends: A Power BI Analysis

Explore Contoso's revenue performance by product category, identifying key trends and growth areas.





Data Visualization: Unveiling Trends



1

Line Chart

Represents sales over time.

2

Product Categories

Displayed as separate lines.

3

Year-on-Year Changes

Identify growth or decline.



Top Performing Categories

Computers

Highest revenue contributor.

Cameras & Camcorders

Second largest revenue generator.

Other Categories

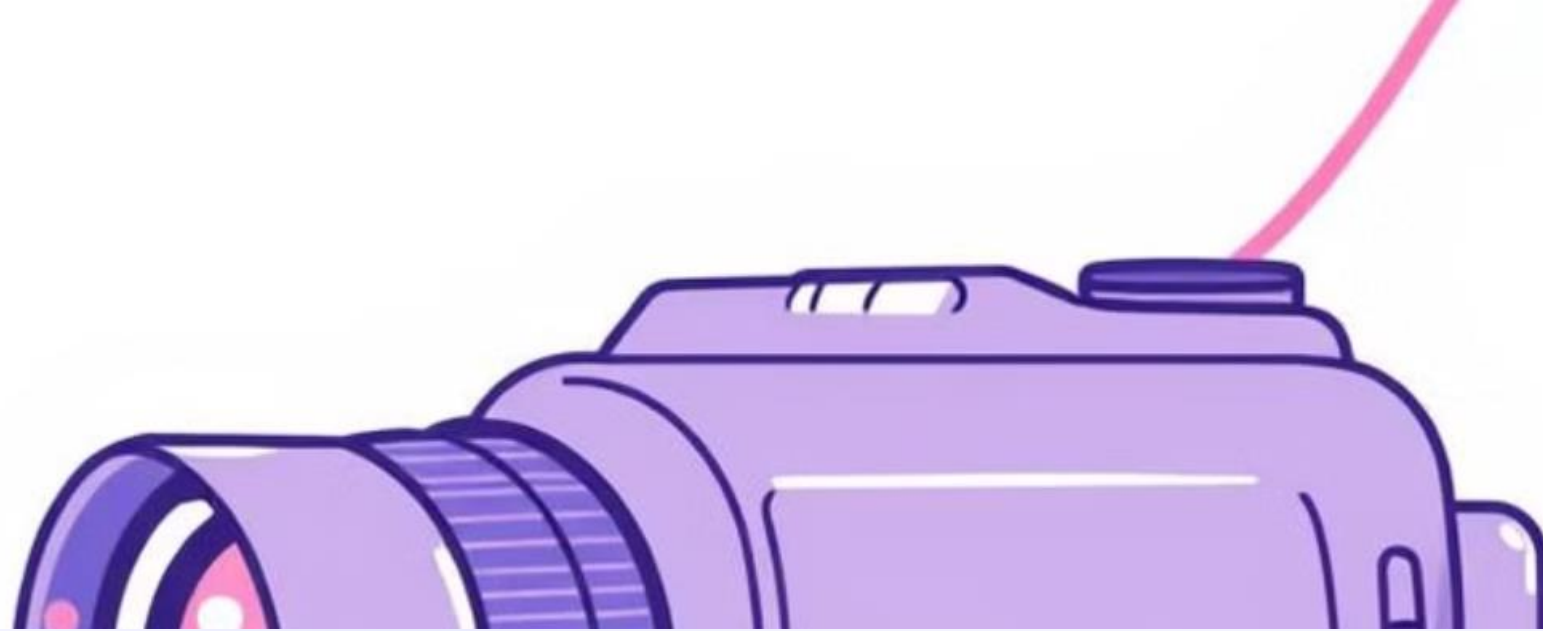
Include TV, Cell Phones, Audio.



Trend Analysis: Computers

- 1** Drop in 2012
Potential factors include economic shifts or market competition.
- 2** Partial Recovery in 2013
Possible reasons include product updates or marketing efforts.





Cameras & Camcorders: Declining Trends

1

Market Shift

Smartphone cameras gained popularity.

2

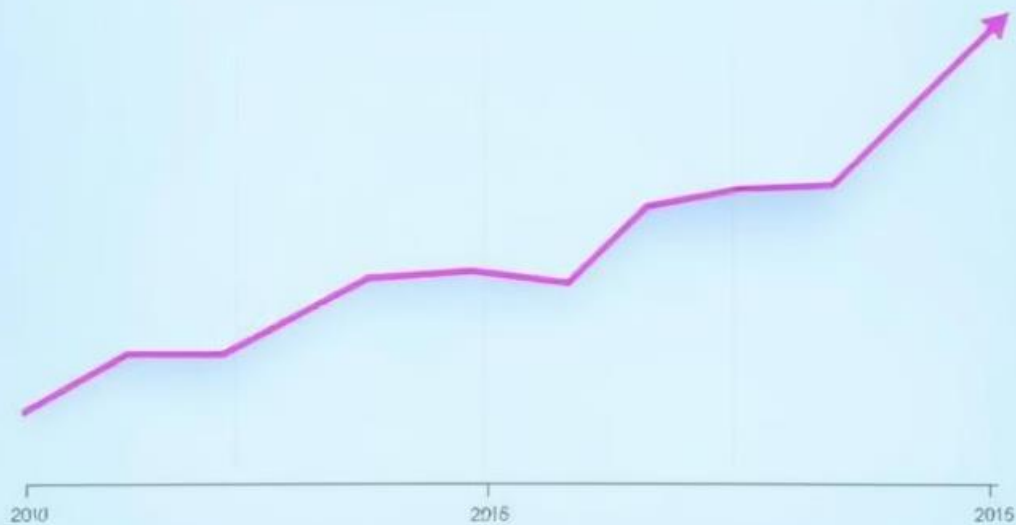
Sales Decline

Significant drop in revenue.

3

Strategic Adjustments

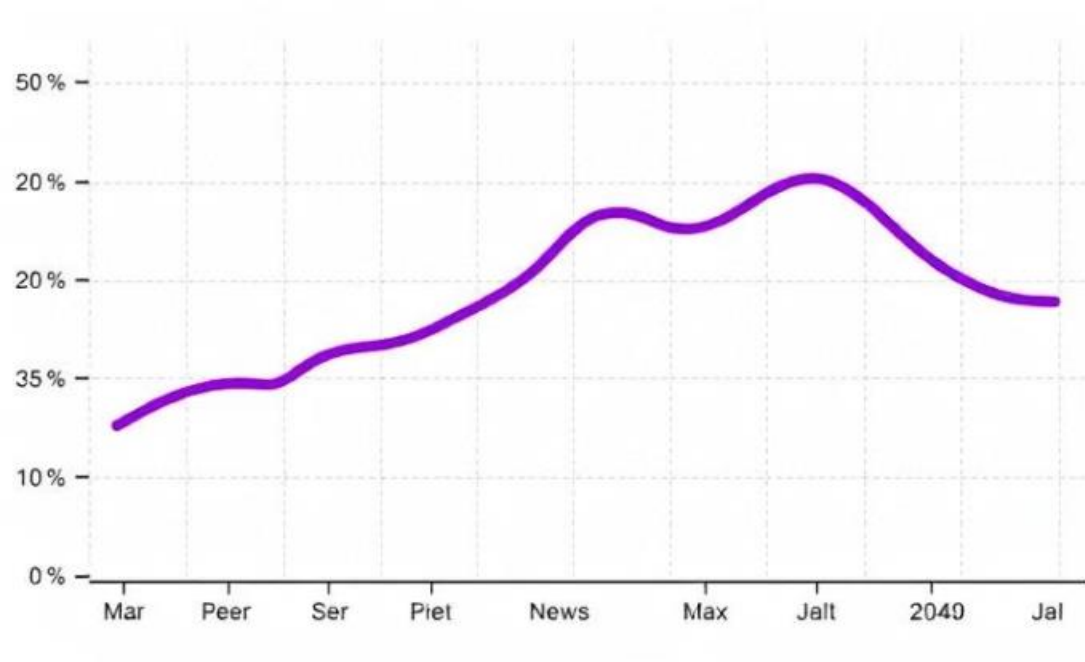
Contoso may need to adapt.



TV & Video: Steady Growth

Increasing Demand
Indicates a positive trend.

Market Share
Analyze competition and opportunities.



Cell Phones: Mixed Trends



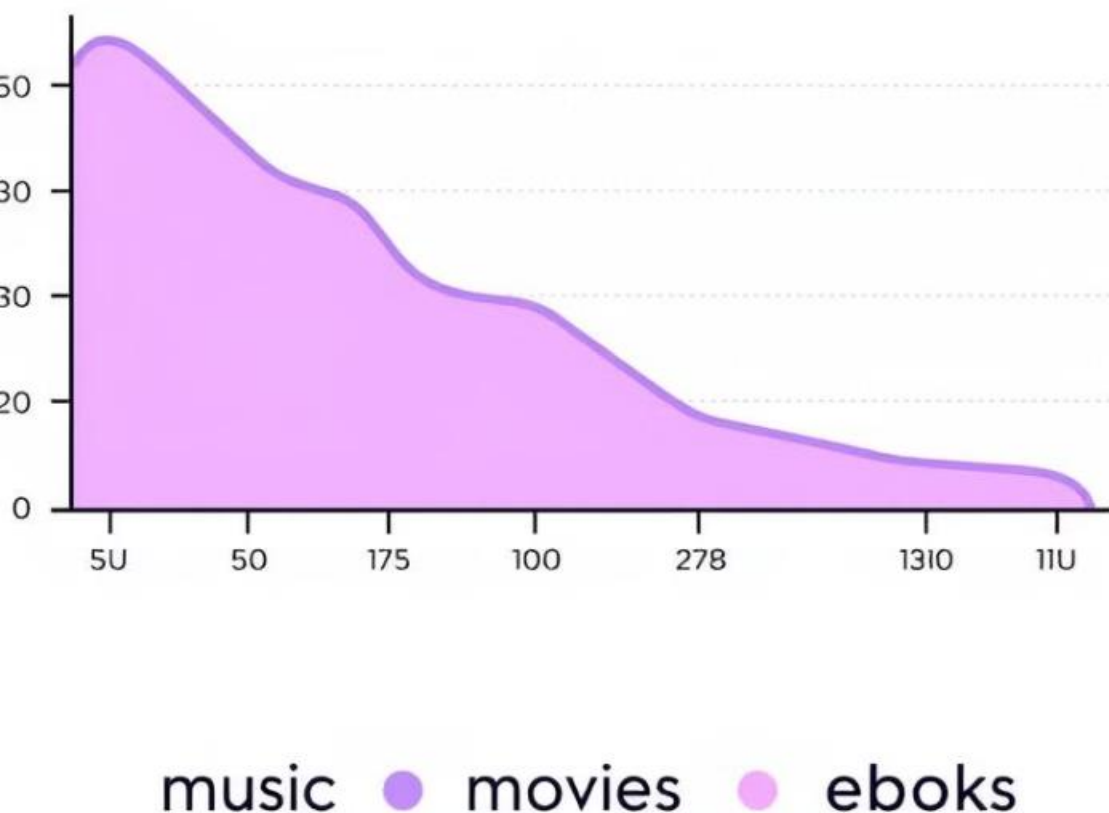
Market Saturation

Competition and innovation drive changes.



Network Expansion

May impact sales patterns.



Music, Movies, and E-books: Declining Revenue

| Reason | Impact |
|---------------------|----------------------------|
| Digital Streaming | Reduced physical sales |
| Subscription Models | Shift in consumer behavior |