Sharpen Your Skills

MARKETING Club 160th

160th Marketing Club
1116th Business Club
38th Riyadh Club

Power Bi
Data Analysis

تحليل البينات باستخدام ال باور بي آي

CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

JOIN FREE

LIVE WEBINAR

Date	Time	Time	Time	Place
29-10 2024 Tuesday	10:00PM Egypt	10:00PM KSA	11:00PM UAE	Online Zoom

Instructor
Dr. Ahmed Elhefny
Product Manager

MARKETERS
IN THE POWER BI ERA:

TRANSFORMING DATA INTO DECISION

BY : Ahmed Elhefny

Product Manager

International Marketing Club
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About the speaker

Bachelor of Pharmacy 2010
(Helwan UNI)
Marketing Management Diploma
(AASTMT)
Data Analysis Diploma
(Brain Station)

14 years of experience in the pharmaceutical market.

Passionate about data analysis, building Marketing strategies and putting them into action.

MEETING AGENDA

- What is POWER BI !
- The current school in data processing
- Bi ERA (INTERACTIVE DASHBOARDS)
- Why Power BI for Marketers
- Workshop for your first Dashboard

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Microsoft Power BI Launch Date

- July 24, 2015
- Focus on Business Intelligence.

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Microsoft Power BI

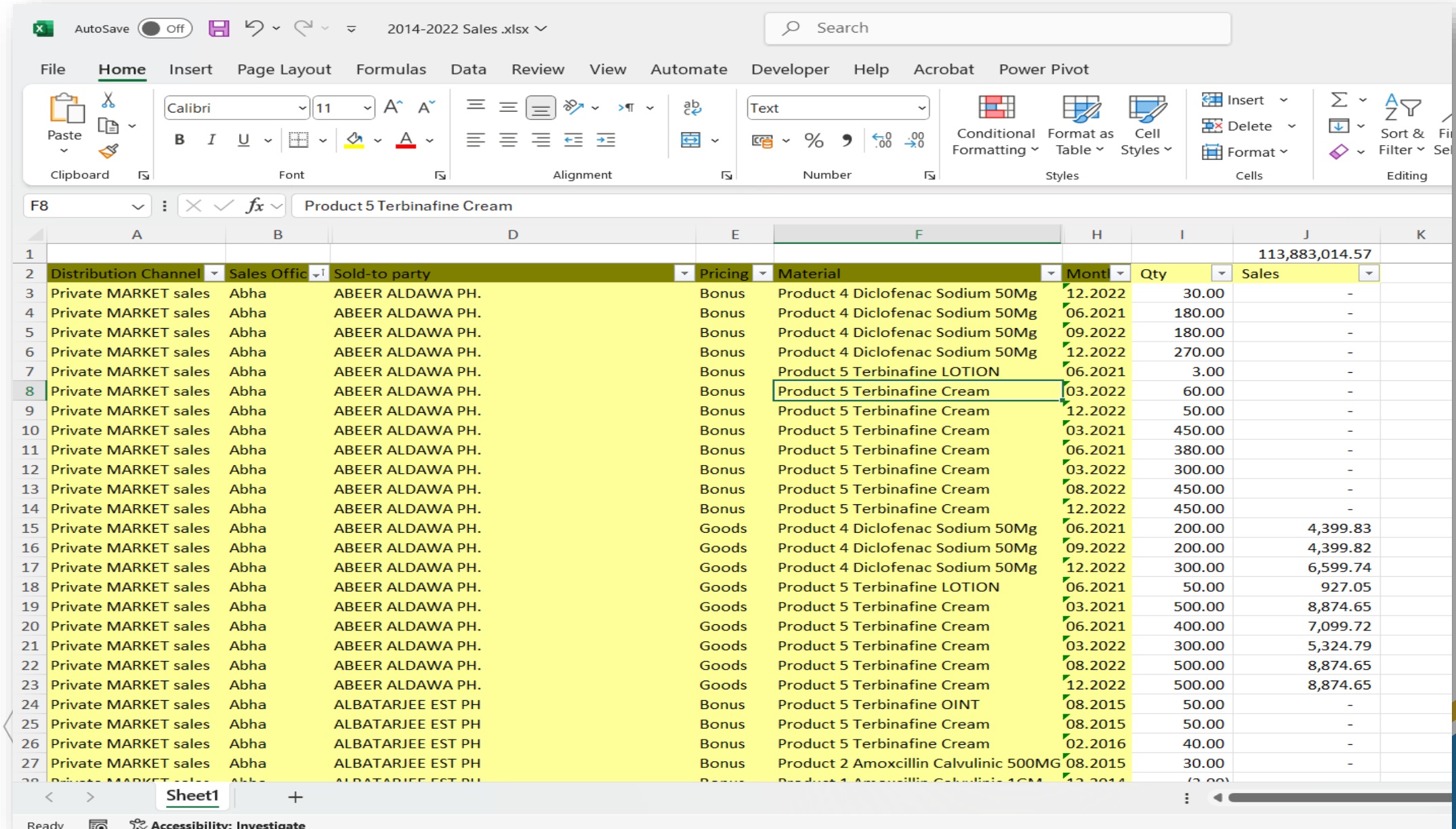
- A business analytics tool that enables users to **instantly** see and analyze data from a variety of sources.

- It provides a range of features and tools intended to speed up

1- Data processing

2- Decision-making based on facts.

Big Data Extracted sheets



2014-2022 Sales .xlsx

Search

File Home Insert Page Layout Formulas Data Review View Automate Developer Help Acrobat Power Pivot

Calibri 11 Text

Paste Clipboard Font Alignment Number Conditional Formatting Format as Table Cell Styles Styles Insert Delete Format Cells Sort & Filter Editing

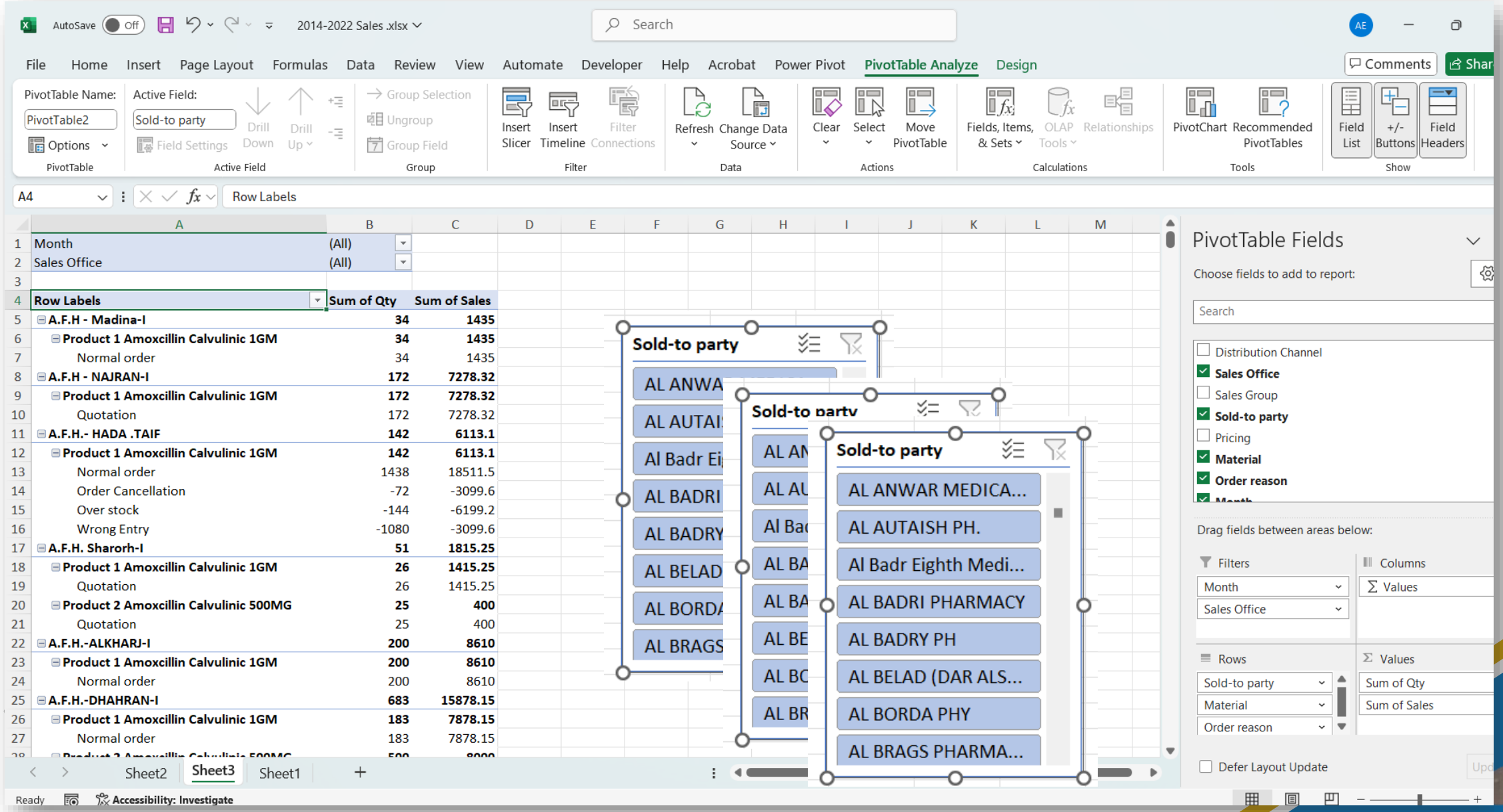
F8 Product 5 Terbinafine Cream

	A	B	D	E	F	H	I	J	K
1								113,883,014.57	
2	Distribution Channel	Sales Offic	Sold-to party	Pricing	Material	Monti	Qty	Sales	
3	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 4 Diclofenac Sodium 50Mg	12.2022	30.00	-	
4	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 4 Diclofenac Sodium 50Mg	06.2021	180.00	-	
5	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 4 Diclofenac Sodium 50Mg	09.2022	180.00	-	
6	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 4 Diclofenac Sodium 50Mg	12.2022	270.00	-	
7	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 5 Terbinafine LOTION	06.2021	3.00	-	
8	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 5 Terbinafine Cream	03.2022	60.00	-	
9	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 5 Terbinafine Cream	12.2022	50.00	-	
10	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 5 Terbinafine Cream	03.2021	450.00	-	
11	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 5 Terbinafine Cream	06.2021	380.00	-	
12	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 5 Terbinafine Cream	03.2022	300.00	-	
13	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 5 Terbinafine Cream	08.2022	450.00	-	
14	Private MARKET sales	Abha	ABEER ALDAWA PH.	Bonus	Product 5 Terbinafine Cream	12.2022	450.00	-	
15	Private MARKET sales	Abha	ABEER ALDAWA PH.	Goods	Product 4 Diclofenac Sodium 50Mg	06.2021	200.00	4,399.83	
16	Private MARKET sales	Abha	ABEER ALDAWA PH.	Goods	Product 4 Diclofenac Sodium 50Mg	09.2022	200.00	4,399.82	
17	Private MARKET sales	Abha	ABEER ALDAWA PH.	Goods	Product 4 Diclofenac Sodium 50Mg	12.2022	300.00	6,599.74	
18	Private MARKET sales	Abha	ABEER ALDAWA PH.	Goods	Product 5 Terbinafine LOTION	06.2021	50.00	927.05	
19	Private MARKET sales	Abha	ABEER ALDAWA PH.	Goods	Product 5 Terbinafine Cream	03.2021	500.00	8,874.65	
20	Private MARKET sales	Abha	ABEER ALDAWA PH.	Goods	Product 5 Terbinafine Cream	06.2021	400.00	7,099.72	
21	Private MARKET sales	Abha	ABEER ALDAWA PH.	Goods	Product 5 Terbinafine Cream	03.2022	300.00	5,324.79	
22	Private MARKET sales	Abha	ABEER ALDAWA PH.	Goods	Product 5 Terbinafine Cream	08.2022	500.00	8,874.65	
23	Private MARKET sales	Abha	ABEER ALDAWA PH.	Goods	Product 5 Terbinafine Cream	12.2022	500.00	8,874.65	
24	Private MARKET sales	Abha	ALBATARJEE EST PH	Bonus	Product 5 Terbinafine OINT	08.2015	50.00	-	
25	Private MARKET sales	Abha	ALBATARJEE EST PH	Bonus	Product 5 Terbinafine Cream	08.2015	50.00	-	
26	Private MARKET sales	Abha	ALBATARJEE EST PH	Bonus	Product 5 Terbinafine Cream	02.2016	40.00	-	
27	Private MARKET sales	Abha	ALBATARJEE EST PH	Bonus	Product 2 Amoxcillin Calvulinic 500MG	08.2015	30.00	-	

Sheet1

Ready Accessibility: Investigate

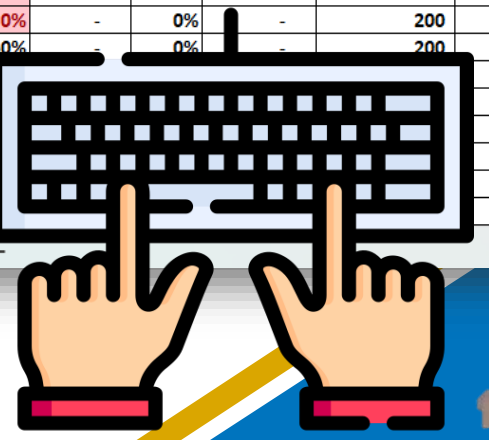
PIVOT TABLES



Follow up sheets (YTD SALES , ACH , GRTH)

			58		42,745						21,630						16,995			
				88						26						18				
			SKU/ Units	36,600	40,934					17,495	20,548					17,110	16588			
			SKU/ Value	3,220,929	-					453,394						303,690				
			No of Acc.	49						45						37				
				Product A Amoxiciliin Clavulanic 1GM						Product B Amoxiciliin Clavulanic 500Mg						Product C Terbanifine CREAM				
Medical Rep	Sales Office	Customer Ty	Sold-to party	2024 Foreca	2023 Sal	Grow	2024 YT	Q. A	Remainir	2024 Foreca	2023 Sal	Growt	2024 YT	Q. A	Remainir	2024 Foreca	2023 Sal	Grow	2024 Y
	Dammam	Hospital	AL MOUASAH HOSPITAL .Dmmam	800	500	60%	-	0%	800	50	133	-62%	-	0%	-	800	425	88%	
	Qatif	Hospital	AL MOUASAH HOSPITAL . Qatif	600	500	20%	-	0%	600	300	133	126%	-	0%	-	700	425	65%	
	Dammam-IND	Hospital	AlRai Polyclinic	800	-	0%	-	0%	800	800	-	0%	-	0%	-	400	-	0%	
	Dammam	Poliyclinic	ALNOOR PH	500	330	52%	-	0%	500	700	650	8%	-	0%	-	500	384	30%	
	Dammam	Pharmacy	ALQUDS PH	50	10	400%	-	0%	50	50	10	400%	-	0%	-		-	0%	
	Dammam	Hospital	ALRAWDAH	700	550	27%	-	0%	700	700	450	56%	-	0%	-	600	400	50%	
	Dammam	Poliyclinic	ALAHMADY PH.	300	200	50%	-	0%	300	100	80	25%	-	0%	-		-	0%	
	Dammam	Poliyclinic	ALFARABY PH	200	150	33%	-	0%	200	100	70	43%	-	0%	-	600	300	100%	
	Dammam-IND	Poliyclinic	MAGAL ALDAWA PHARMACY	1,500	200	650%	-	0%	1,500	300	100	200%	-	0%	-	150	50	200%	
	Dammam	Poliyclinic	RAM PHARMACY COMPANY	100	30	233%	-	0%	100	100	30	233%	-	0%	-	200	100	100%	
	Dammam-IND	Poliyclinic	AL MADLOUH PHARMACY	800	100	700%	-	0%	800	100	40	150%	-	0%	-	200	-	0%	
	Dammam	Poliyclinic	ALMANA hop. Dmmam	700	317	121%	-	0%	700	600	200	200%	-	0%	-	400	184	117%	
	Dammam-IND	Poliyclinic	Albati Medical Center	300	-	0%	-	0%	300	1,000	-	0%	-	0%	-	200	-	0%	
	Qatif-IND	Poliyclinic	Badr Aljazira	200	-	0%	-	0%	200		-	0%	-	0%	-		-	0%	
	Dammam-IND	Hospital	Alsadiq Hospital	100	-	0%	-	0%	100	200	-	0%	-	0%	-		-	0%	
	Jubail-IND	Poliyclinic	Badr Alkhalej	2,000	-	0%	-	0%	2,000	500	-	0%	-	0%	-	600	-	0%	
	Jubail	Poliyclinic	ALMANA hop . AMC Jubail	400	317	26%	-	0%	400	300	200	50%	-	0%	-	200	184	9%	
	Dammam-IND	Poliyclinic	Health & life		-	0%	-	0%	-	400	-	0%	-	0%	-	200	-	0%	
	Qatif-IND	Poliyclinic	Mudhar	100	-	0%	-	0%	100	120	-	0%	-	0%	-	200	-	0%	
	Alehsaa	Hospital	ALMANA hop. Ahsa	350	317	10%	-	0%	350	300	200	50%	-	0%	-	200	184	9%	
	Alehsaa	Hospital	ALMOOSA SPECIALIST HOSPITAL CO.	500	240	108%	-	0%	500	700	640						-	0%	
	Alehsaa	Poliyclinic	AZIZ PH.	300	100	200%	-	0%	300	250	250						200	150%	
	Alehsaa	Poliyclinic	HGR PH.	700	510	37%	-	0%	700	400	370						50	500%	
	Alehsaa	Poliyclinic	JAMAIET ALTARF	200	150	33%	-	0%	200	500	150	2					100	100%	
	Alehsaa	Poliyclinic	SALAMAT PHARMACY	400	240	67%	-	0%	400	200	180						-	0%	
	Alehsaa	Hospital	IHSAA CO. MED. SERVICES	200	150	33%	-	0%	200		-						-	0%	

Accounts | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | 2023 | Top 10 Accounts | Sheet1 | +



Manually

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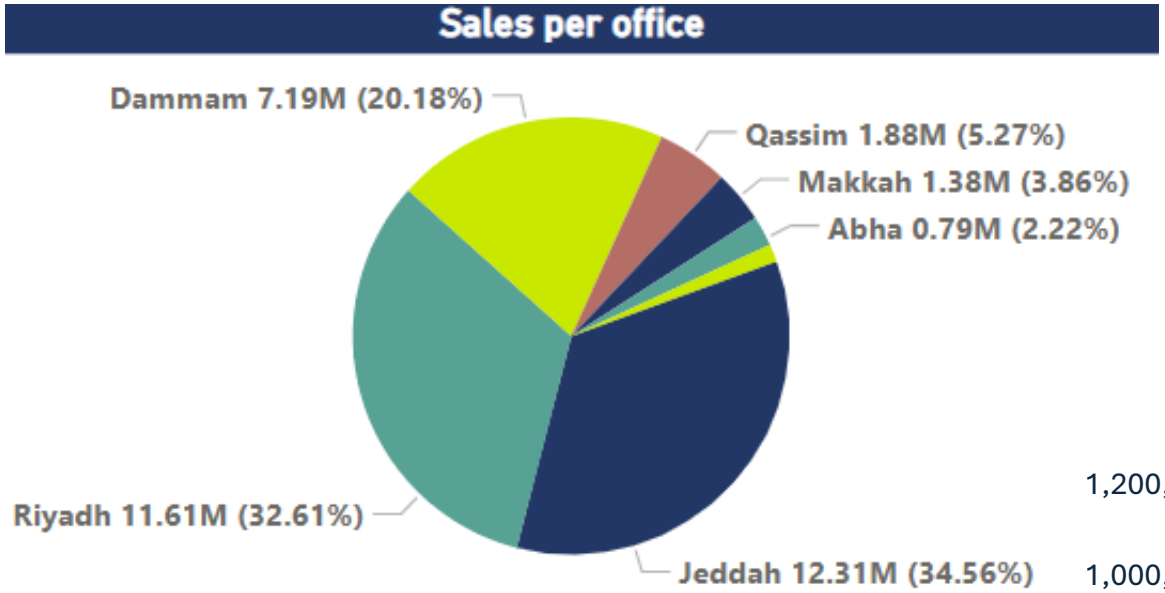
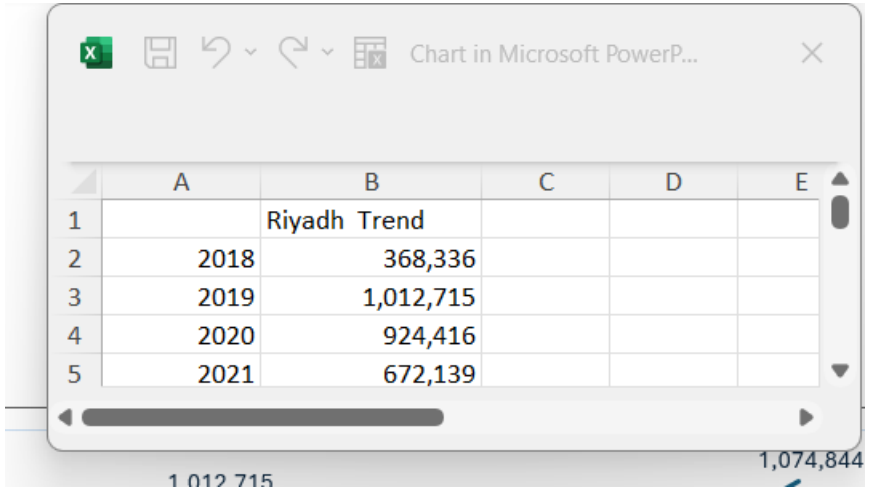
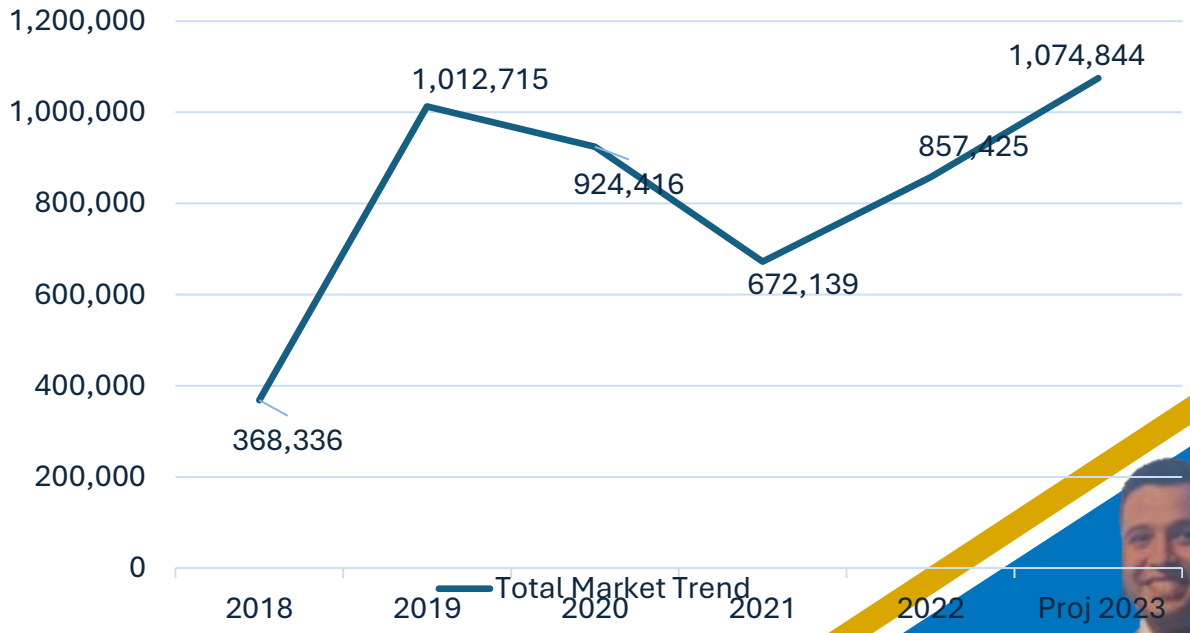
BOARD MEETING PRESENTATIONS







OVERWHELMED

Too Many Sheets

Long Preparation Time

Mistakes happen easily

1- **CARDS**
- YTD TGT
- YTD sales
- ACH
- No of accounts

2- **LINE CHARTS**
- YTD sales per month VS last year

1- Informative
2- Interactive
3- Easy to update
4- Customizable
5- Integrated Model with all systems and extensions .

WER B BOARD

HARMA SALES DAS

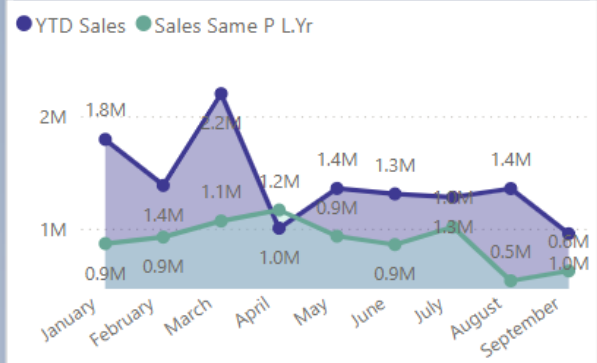
01 January 2024 — Earliest Date
30 September 2024 — Latest Date
MONTH: Multiple sele...
YEAR: 2024

YTD Target
16.15M

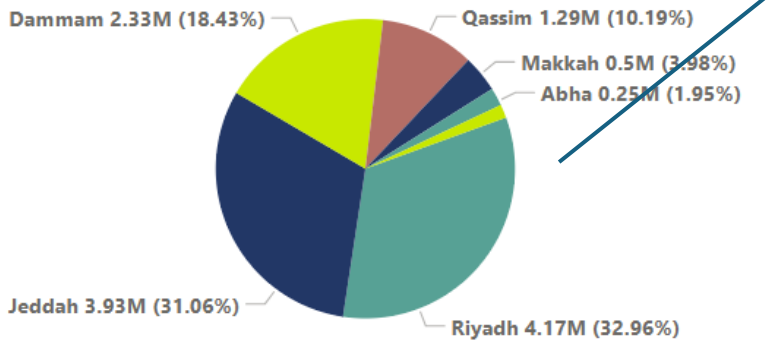
YTD Sales
12.64M 78%
Same P L.Yr: 7.99M (+58.16%)

No of Accounts
184

YTD Sales Vs Same P.L.Year



Sales per office



3- PIE : **sales per office**

Sold-to party	YTD Sales	Same P L.Yr	% GRTH	% T. Sales
ALRAYAN INTERNATINAL CLINIC CO.	950.8K	187.7K	406%	7.5%
HAMAE D DRUG S	795.2K	240.3K	231%	6.3%
NAHDI MEDICAL COMPANY	787.7K	299.8K	163%	6.2%
ASHARQ ALAWSAT PHYS CO.UNIT2480	603.4K	131.3K	359%	4.8%
MANSOUR RABEA DRUG STORE	524.5K	121.3K	332%	4.1%
ADIL (ENAYAT ALMUSTAQBAL) PHY	371.3K	384.7K	-3%	2.9%
ALJEDAANY HOSP	370.2K	101.7K	264%	2.9%
ARKAN MEDICAL CO	356.1K	200.8K	77%	2.8%
	346.7K	55.5K	525%	2.7%
	334.5K	165.1K	103%	2.6%
Dawahet AlSham	324.3K	102.4K		
Total	12,639.8K	7,991.8		

4- MATRIX : **Accounts performance**

Material	TGT Qty	YTD Qty	Ach %	% T Sale
product H	0.8K	8.4K	1101%	2.2%
product E	7.6K	42.0K		
product O				
product J				
product I				
product D				
product L				
Product A				
Product B				
product Z				
product N				
Total				

5- MATRIX : **Product performance**

Let's check out the Interactive Dashboard.

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Microsoft Power BI for MARKETERS

1- Data integration: Power BI allows users to easily integrate data from various sources, including Excel, SAP , IQIVIA , CRM , SQL Server, and cloud-based sources like Azure and Salesforce.

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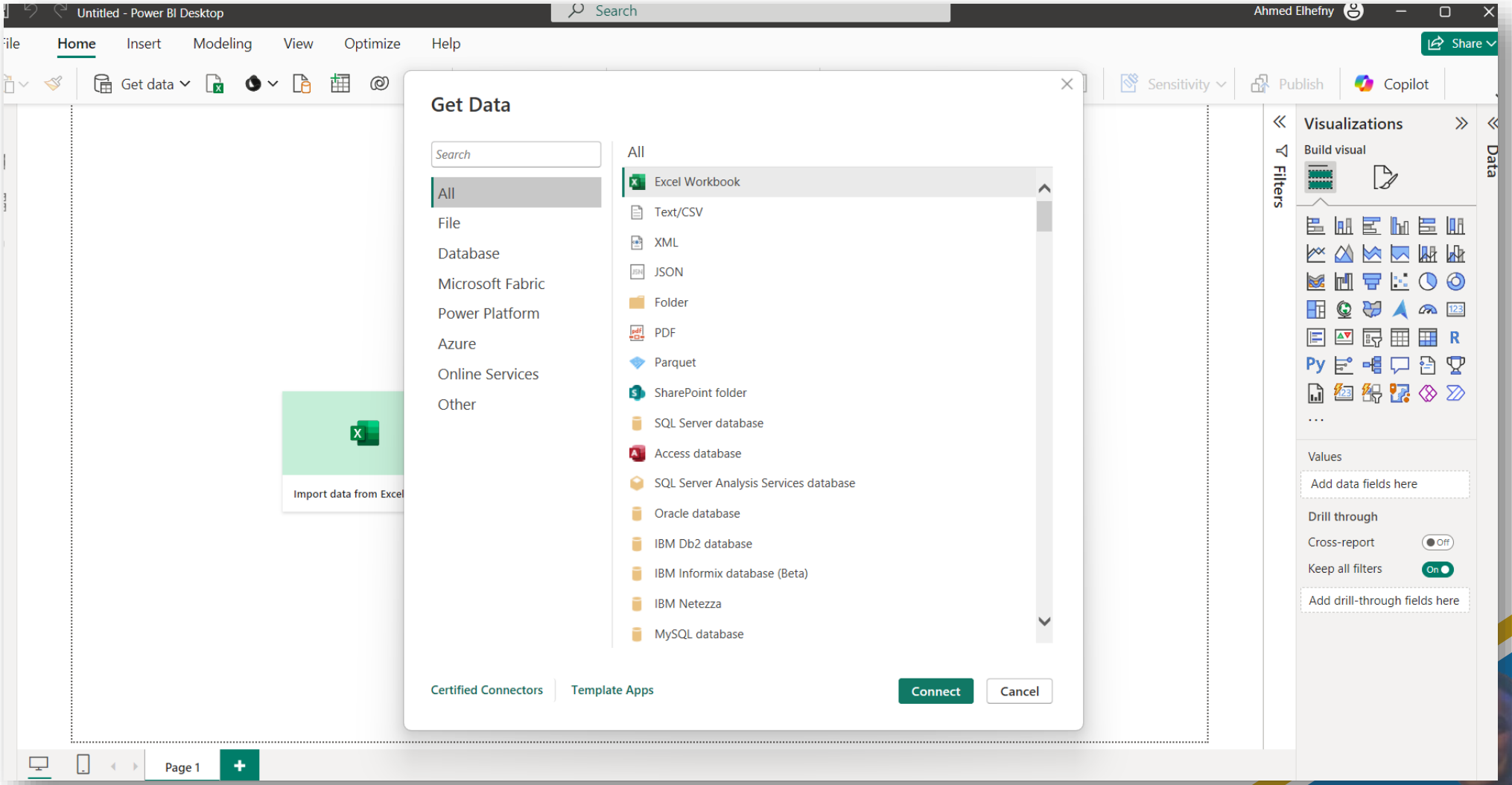
Data integration



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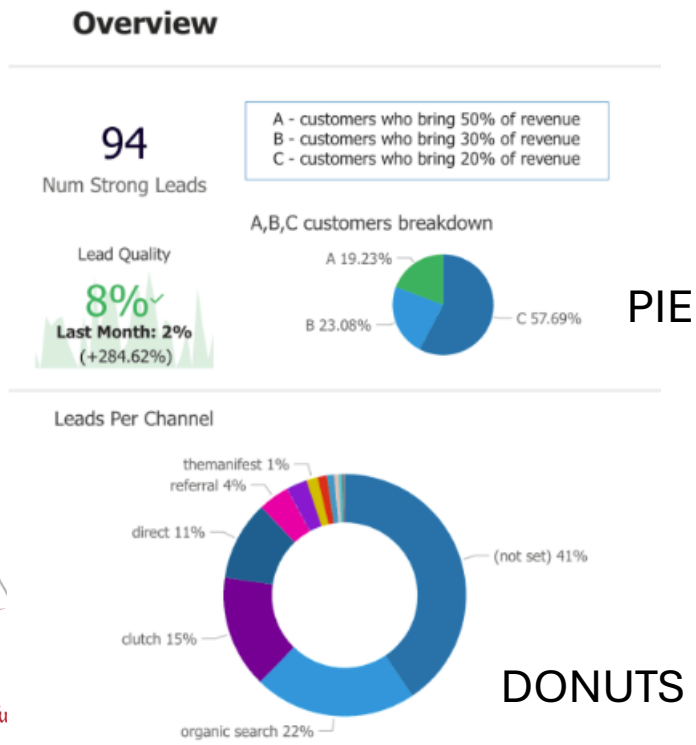
Microsoft Power BI for MARKETERS

2 - Customizable dashboards: Users can create customized

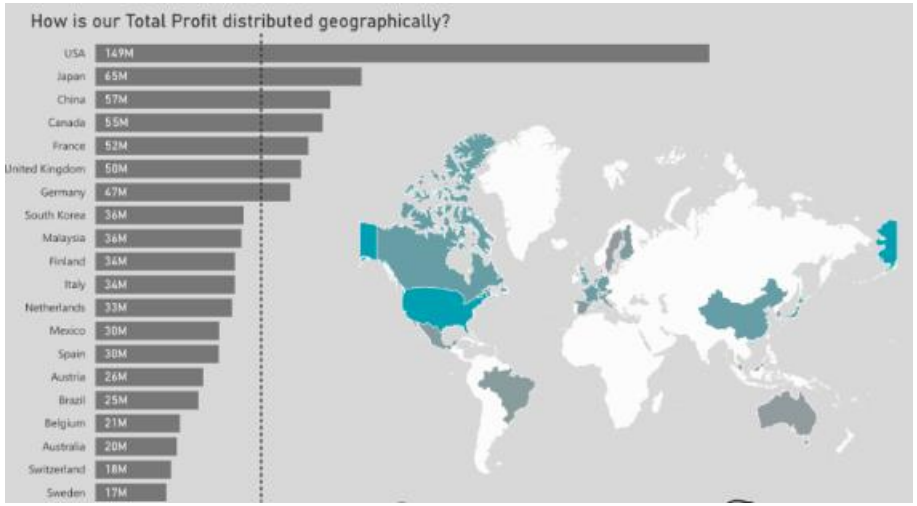
INTERACTIVE DASHBOARDS and reports to display data in a way that is meaningful to team and Board.

CARDS



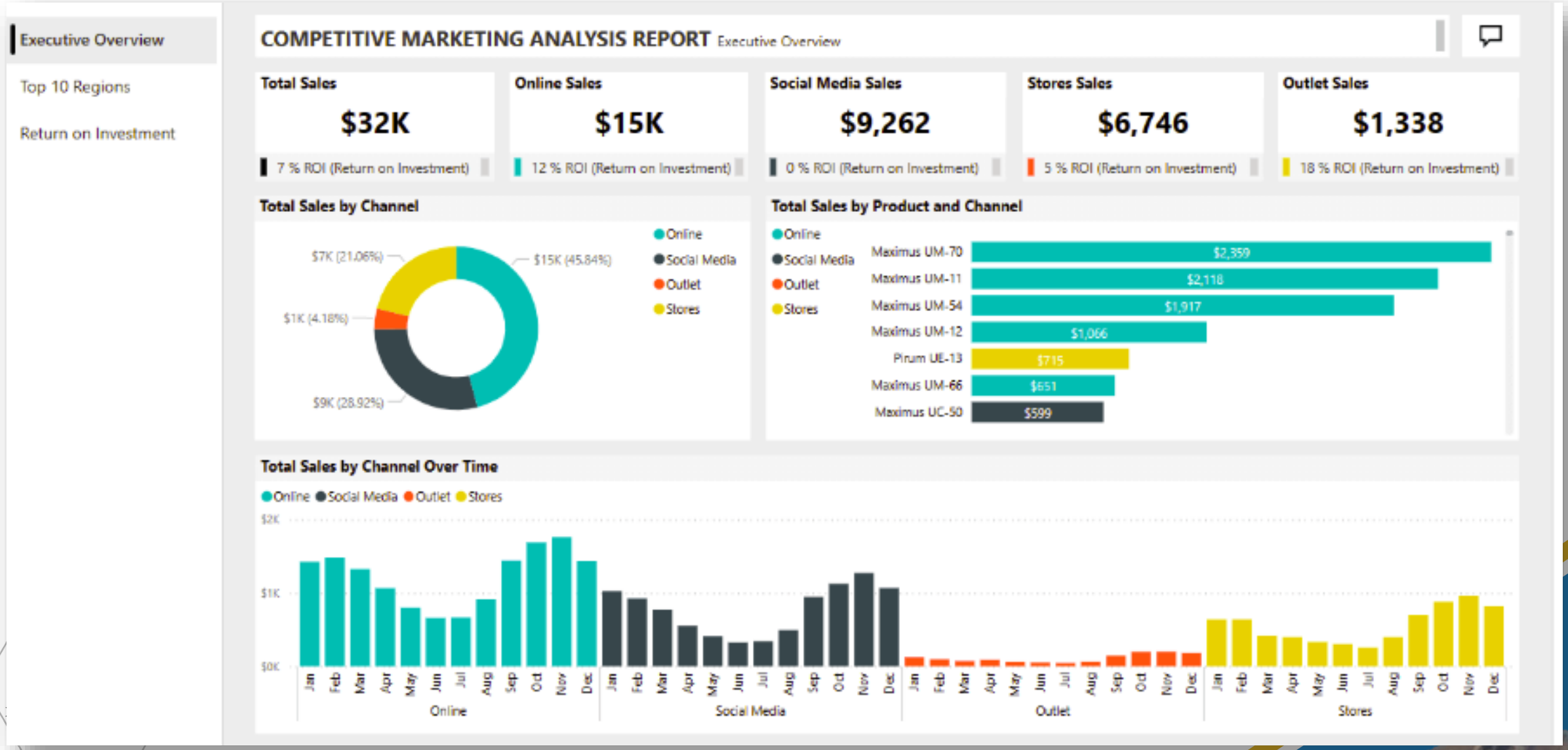
PIE

DONUTS



MAP

2 - Customizable dashboards



Microsoft Power BI for MARKETERS

3 - Natural Language Processing (Q&A):

When marketers ask queries like "What was our return on investment last month?" or "Tell me the top-performing initiatives,

"Power BI will automatically create the related visualizations.

Because of this, marketers can examine their data and find insights without requiring **sophisticated queries** or **technical knowledge**.

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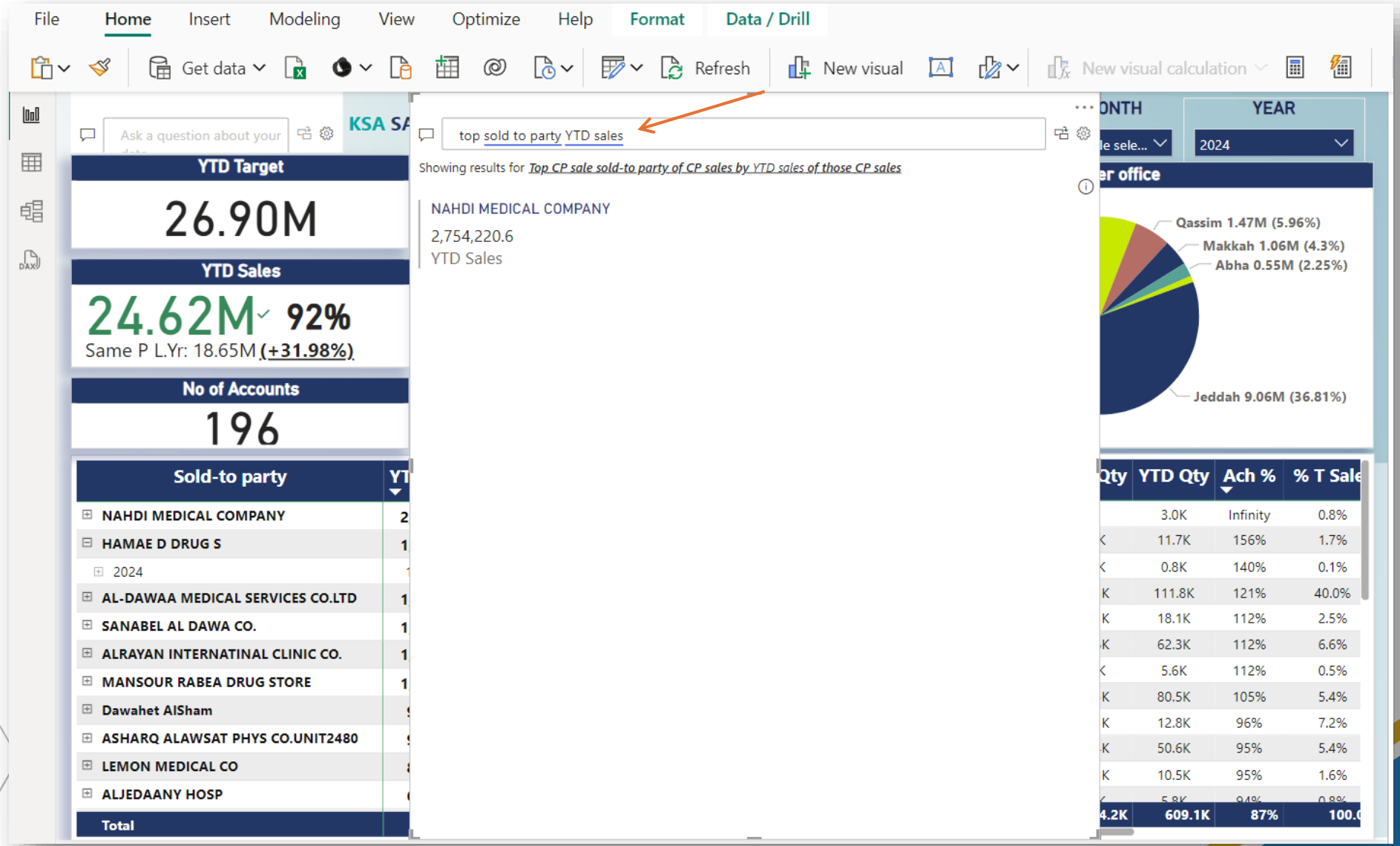
3 - Natural Language Processing (Q&A):



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Microsoft Power BI for MARKETERS

4 - Collaboration and Sharing power BI?

By enabling users to safely (Choose to whom you can share only) publish and share reports and dashboards, Power BI helps marketing teams collaborate and share information.

Marketers can generate content packs with pre-made dashboards and reports, and then distribute them to stakeholders or other colleagues in their company.

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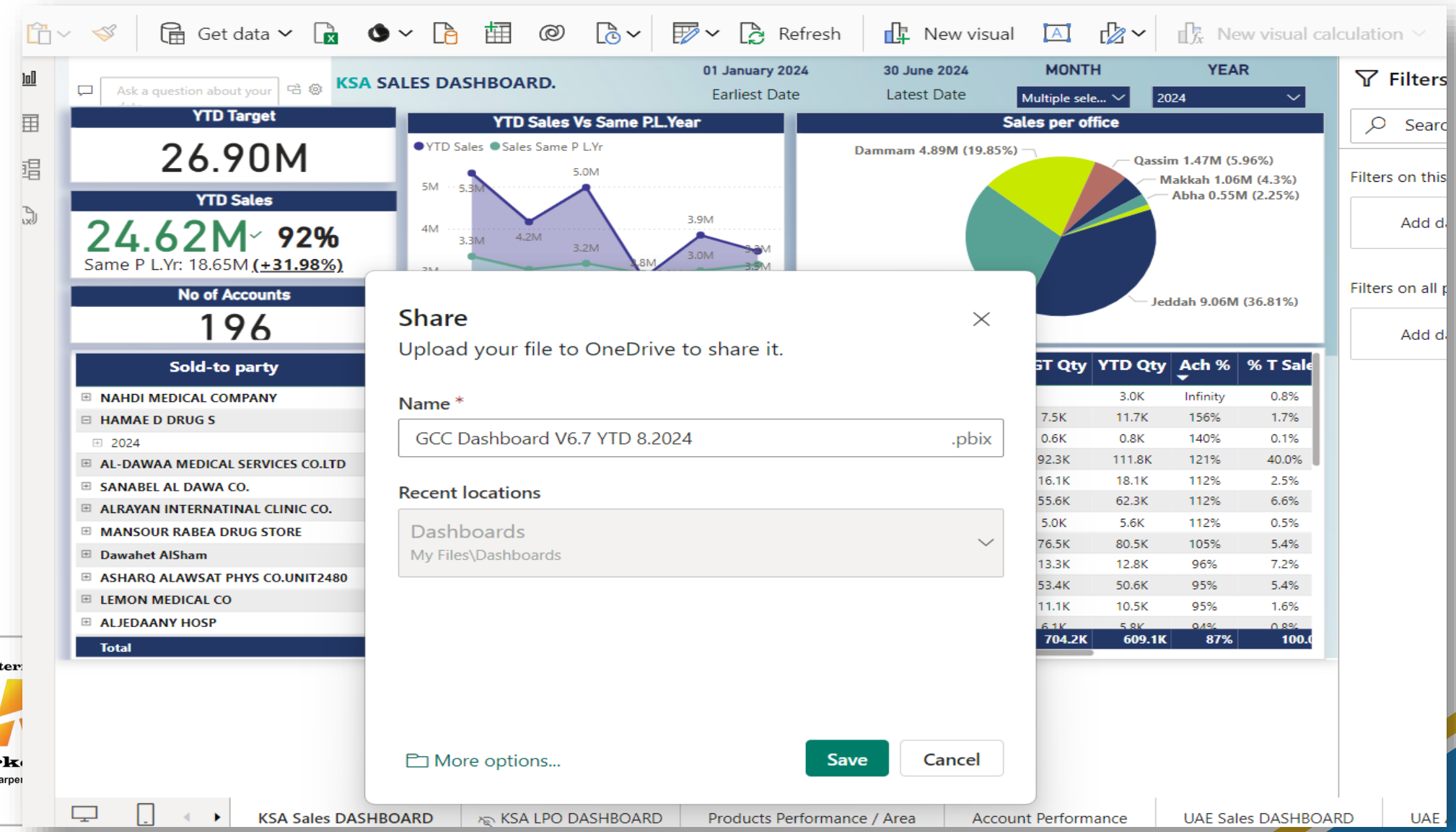
4 - Collaboration and Sharing power BI?



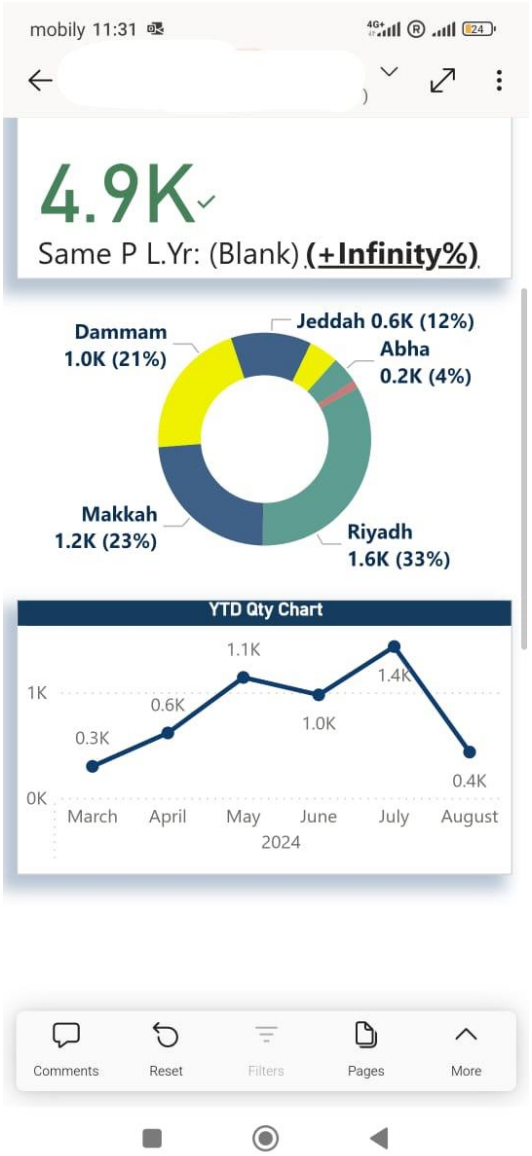
Microsoft Power BI for MARKTERS

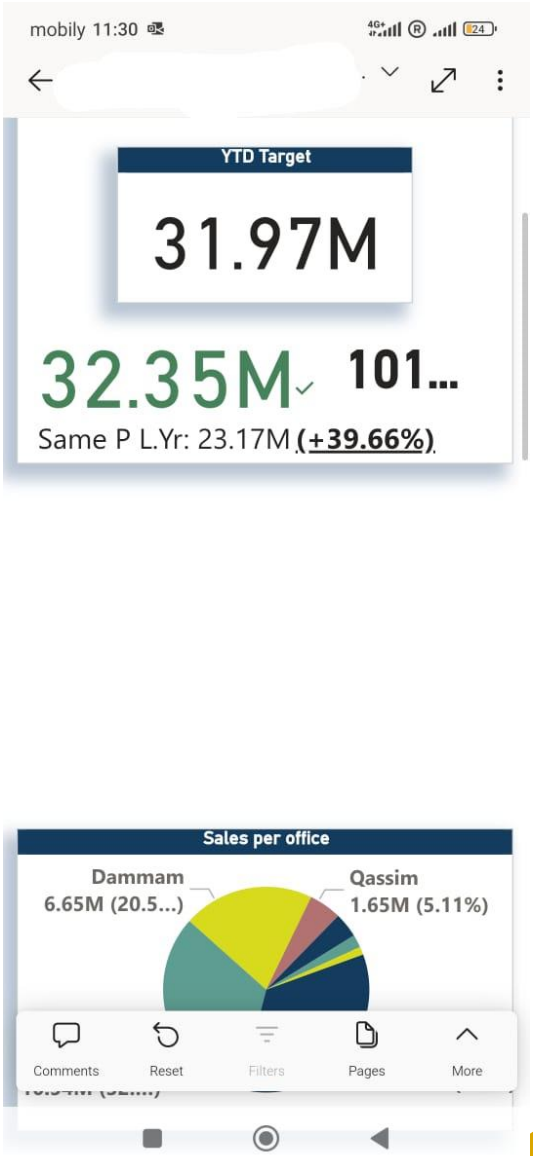
5- Mobile Accessibility:

Marketers can view their reports and dashboards while on the go using Power BI's mobile app, available for iOS, Android, and Windows smartphones.

Marketers may dive down into certain information, use touch gestures to interact with their data and get alerts about significant upgrades or changes.

5 - Mobile Accessibility:





LET's TRY POWER BI !

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Key Components of Power BI

Power BI Desktop: Creates detailed reports and visualizations with a drag-and-drop interface.

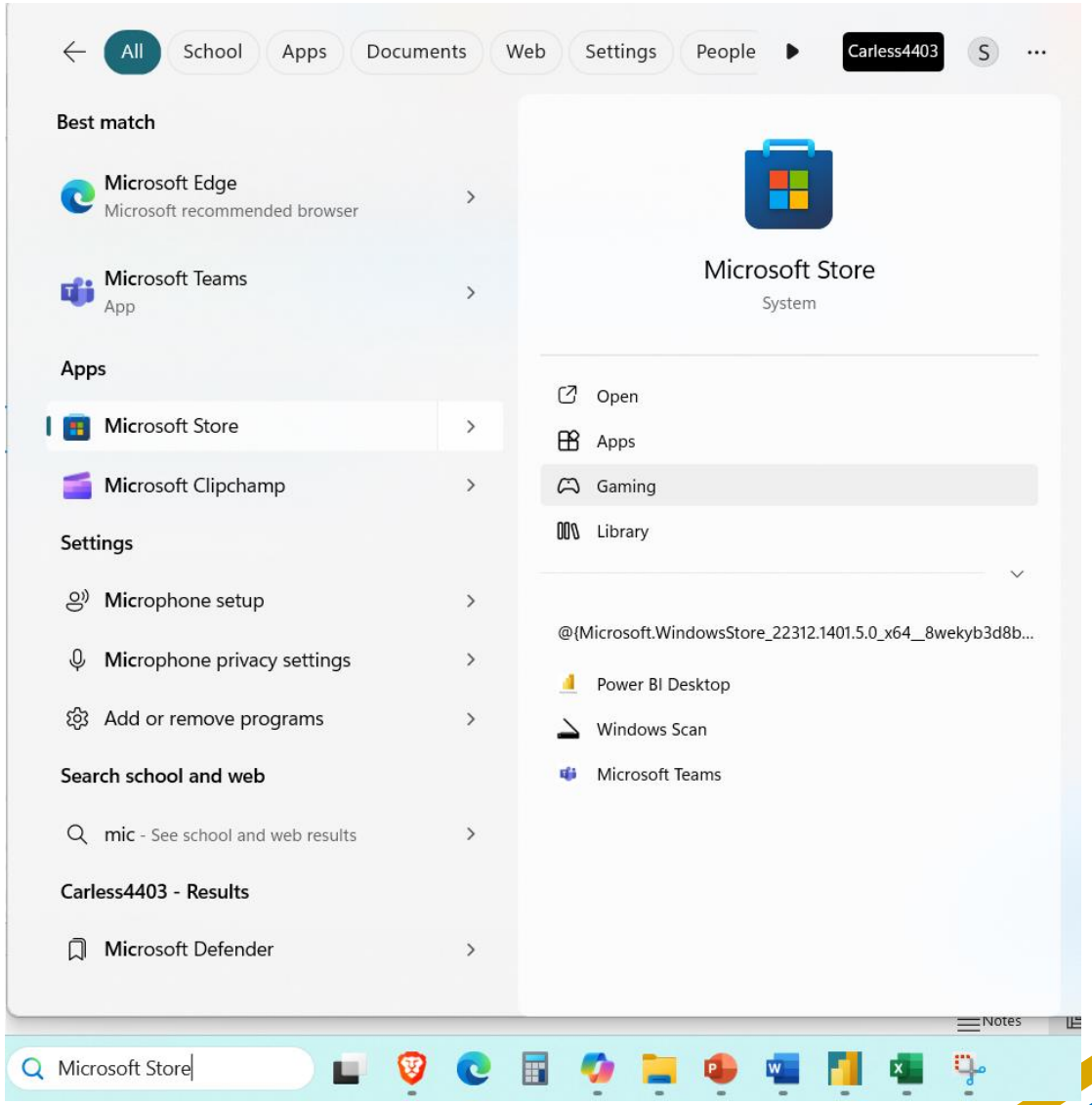
Power BI Service: Cloud-based platform for sharing and collaborating on reports.

Power BI Mobile Apps: Provides on-the-go access to data insights and visualizations.

HOW TO DOWNLOAD

1

Power BI Desktop:



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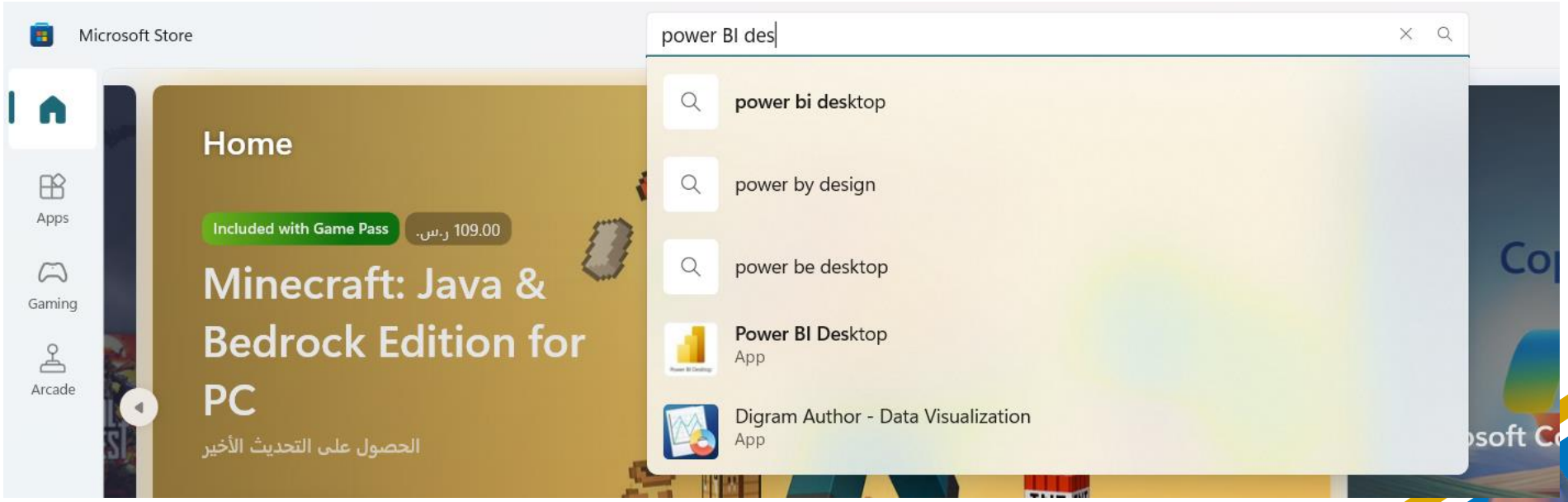
Key Components of Power BI

2

Power BI Desktop:



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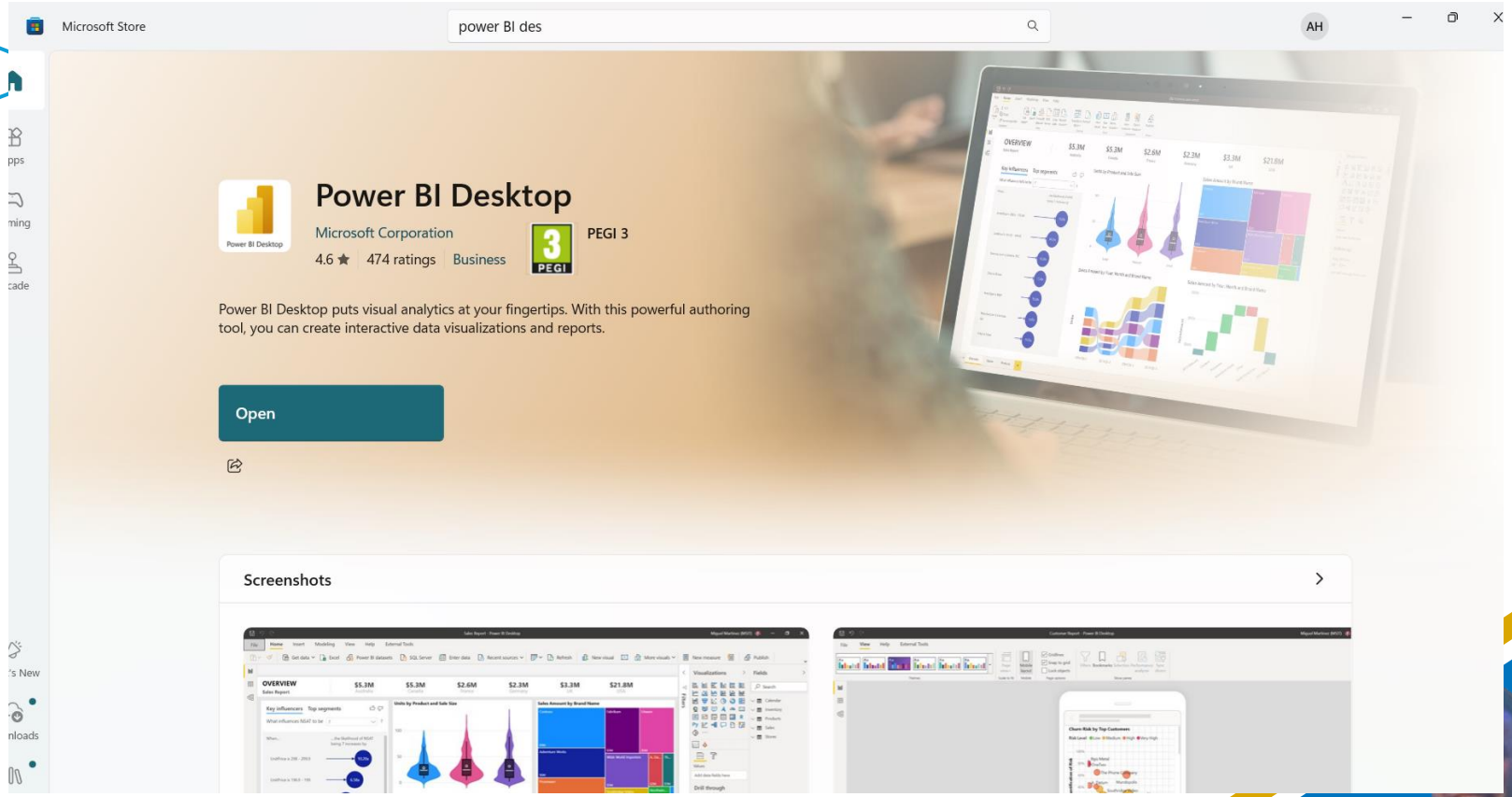
Key Components of Power BI

3

Power BI Desktop:



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Simple DASHBOARD

1- CARD for YTD SALES VALUE

2- CARD for Number of accounts

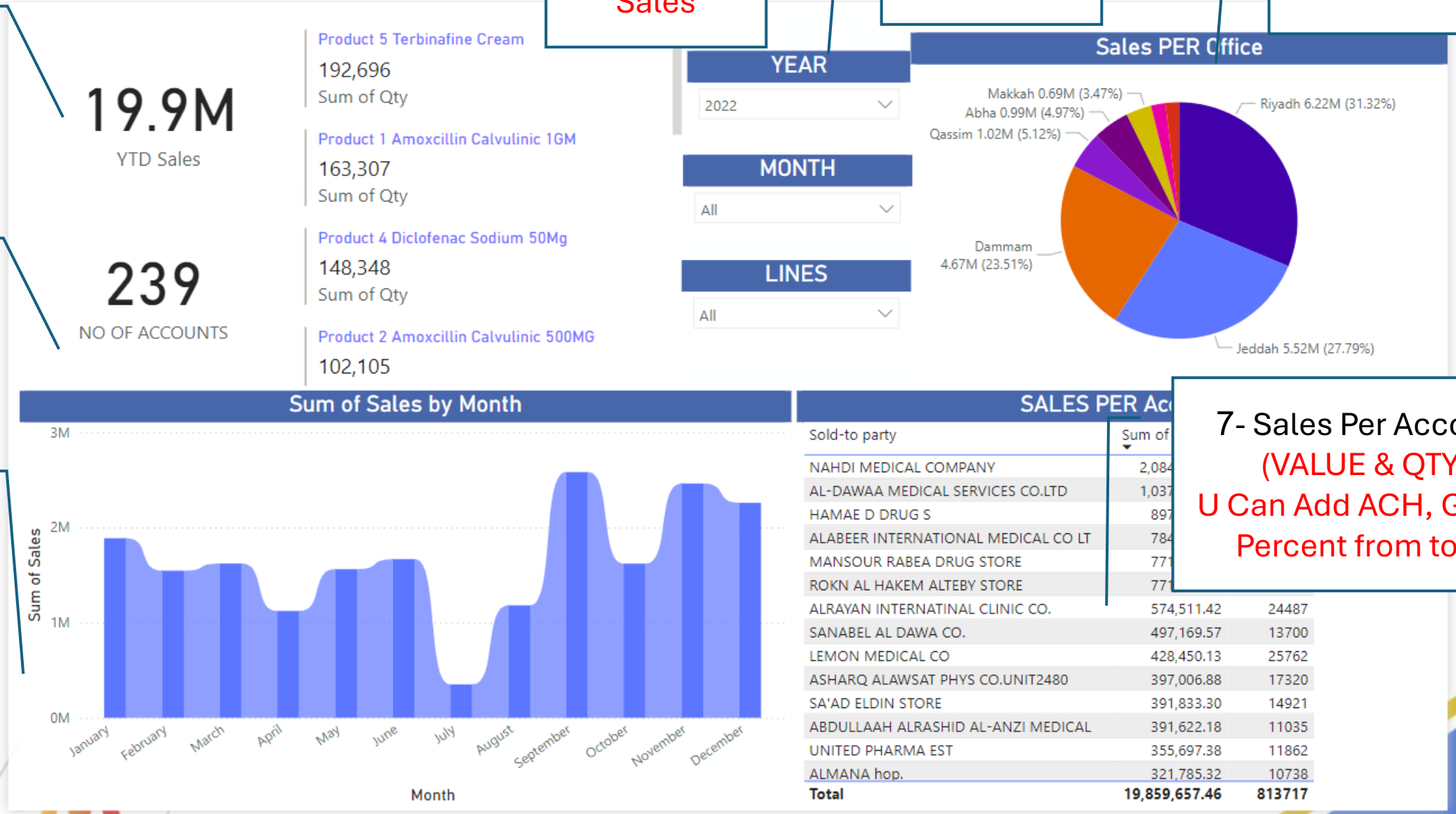
3- Sales per product QTY
You can add Sales

4- Slicers

5- Sales Per area & Contribution

6- Sales Per Month (RIBBON)

7- Sales Per Account (VALUE & QTY)
U Can Add ACH, GRTH, Percent from total



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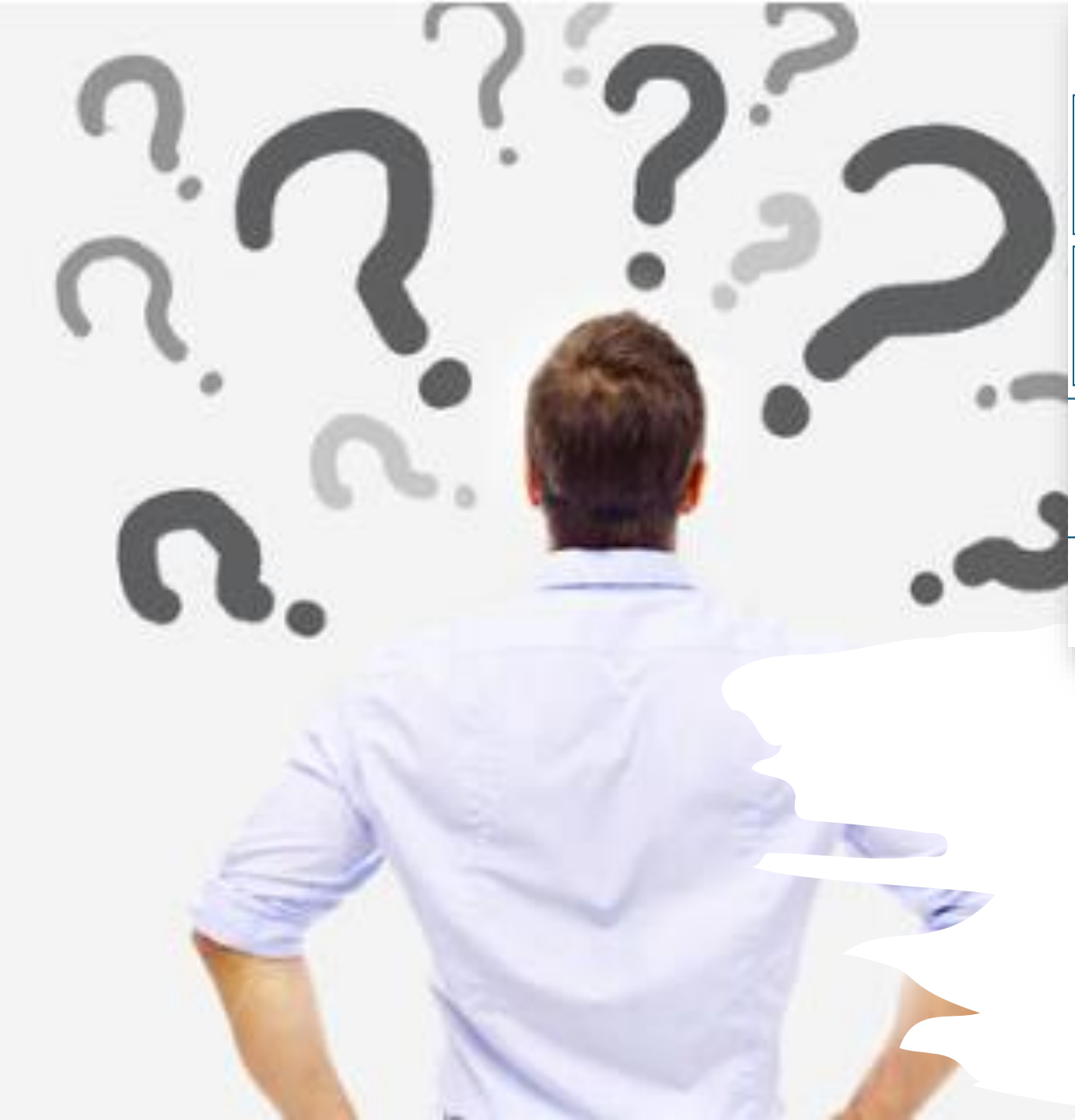
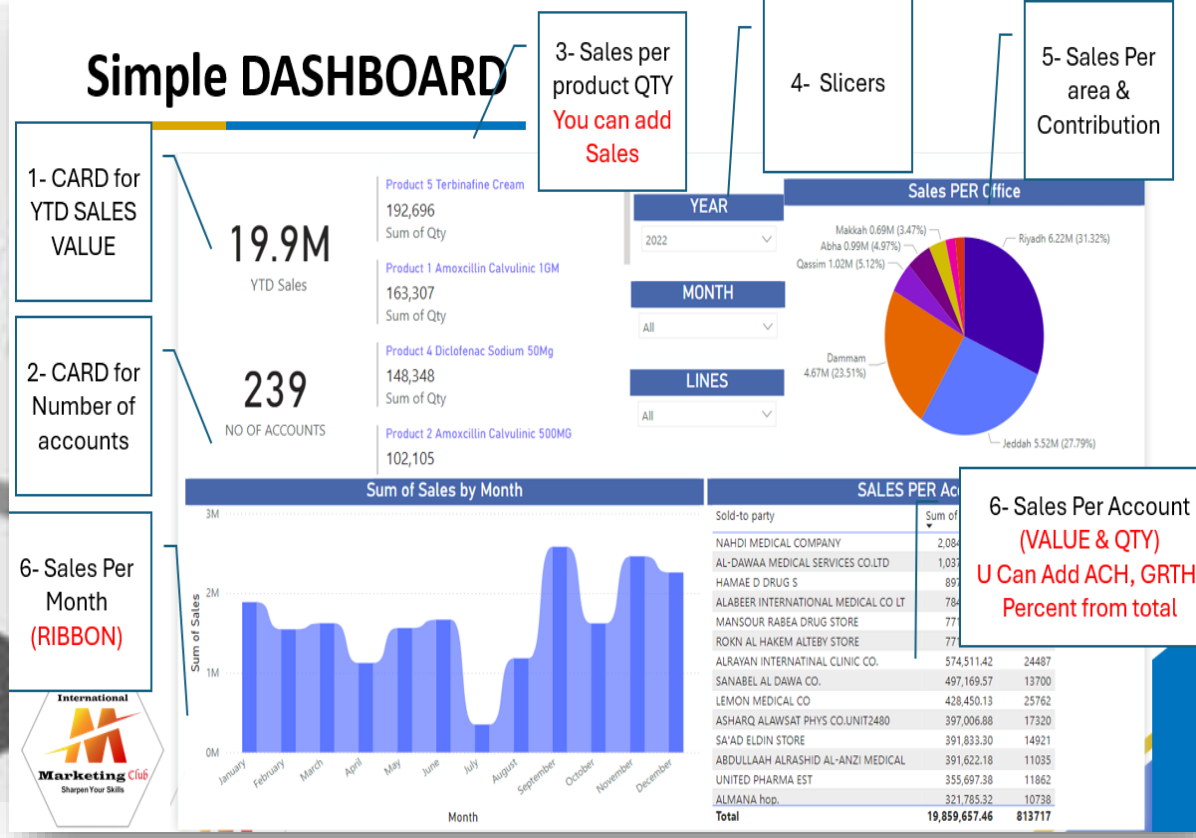
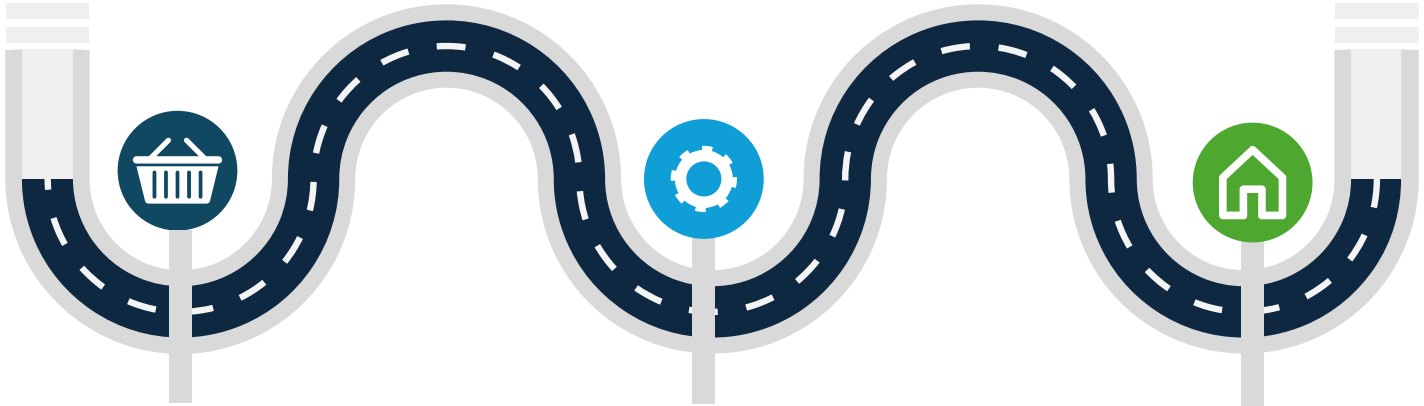




تفتكر سهله !! تقدر تعملها

DASHBOARD IN SIMPLE STEPS

GET DATA



POWER Query

Cleaning, Preparing Data

DATA MODEL

RELATION BETWEEN DIFF Source

DAX LANGUAGE

EQUATIONS

DATA VISUALIZATION

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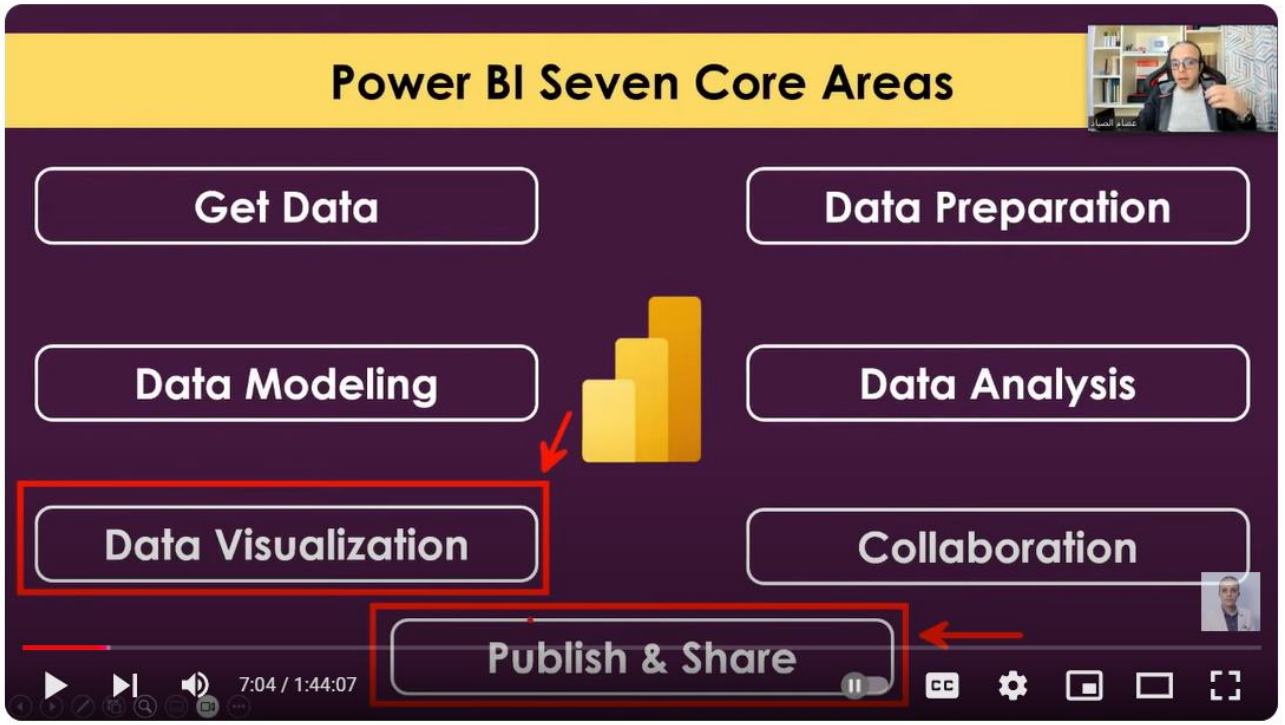
YouTube channels

- https://www.youtube.com/watch?v=gy7vqcEKrzg&pp=ygUIcG93ZXIgYmk%3D

YouTube channels



تصميم التقارير التفاعلية باستخدام أدوات ذكاء الأعمال "Microsoft Power BI"

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- https://youtu.be/Z79j49LT91o?si=BVV-PFrljW8SqVg6

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اللهم اجعله علما نافعا خالصا
لوجهك الكريم

THANK YOU

• DAX IN SIMPLE STEPS

- Sales Same P L.Yr = CALCULATE([YTD Sales],SAMEPERIODLASTYEAR('calendar TBL'[Date]))
- Sales GRTH % = DIVIDE([YTD Sales]-'CP Sales'[Sales Same P L.Yr],'CP Sales'[Sales Same P L.Yr])
-

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