ISEG - Lisbon School of Economics and Management
Universidade de Lisboa

2026/2027

Exercise PBI - 3

1. The Excel document MagicThing.xlsx has the following worksheets:
    I. Orders
    II. Customer
    III. Product
2. Open PowerBI and Get Data, selecting the appropriate option
3. Verify if the data is OK and then load the data.
4. Select each column and verify the data type and format in the modeling option.
    I. Format values using currency format and select euro.
5. Create a new table for the date.
6. Create a new table called BackMagicStore, including all orders corresponding to Black Magic
7. Create a new column, "Customer Type", including "Gold" and "Silver" (gold if total sales >100000)
8. Create new columns in the table Order:
    I. Unit Cost
    II. Total Cost
    III. Discount rate (1% for silver clients and 5% for gold clients)
    IV. Total Sales
    V. Profit
9. In the report, create the most appropriate charts.
    I. Sales by product
    II. Profit by product
    III. Sales by Client
    IV. Profit by client
    V. Evolution of profit
    VI. Evolution of Sales
    VII. Evolution of sales and product
    VIII. Profit across total sales and total costs
    IX. KPI Profit/time