**📊 Operational Dashboard – Analysis Questions**

(Goal: Day-to-day sales monitoring, customer/product tracking)

**✅ OLAP Focus: Slicing, Drill-Down, Filtering**

1. **Which products are being sold, and how do their sales quantities and revenues compare?**
2. **How many unique customers are there by gender, and which gender contributes more to sales volume?**
3. **Which branches have the highest number of ‘Royal Customers’ (repeat/high-spending customers)?**
4. **What are the daily sales amounts (DoD), and are there patterns in purchasing behavior across days?**

**📘 Tactical Dashboard – Analysis Questions**

(Goal: Mid-level operational insights, planning, and forecasting)

**✅ OLAP Focus: Slicing, Dicing, Pivoting, Drill-Up/Down**

1. **How do product quantities sold vary month-over-month, and which products show seasonality?**
2. **What are the daily sales amounts broken down by product category (Sweet, Sour, Natural)?**
3. **Which regions (NPT, TG, YGN, BGO) show growth or decline in month-over-month sales performance?**
4. **Can we drill from Year → Month → Product to see what is driving volume changes in each period?**

**🧠 Strategic Dashboard – Analysis Questions**

(Goal: High-level executive KPIs, target tracking, and growth strategy)

**✅ OLAP Focus: Drill-Up/Down, Cross-Year Analysis, KPI Indicators**

1. **What are the total sales amounts for each year, and how do they compare over time?**
2. **Which products are the top contributors to sales, and how do they perform year-over-year (KPI icons)?**
3. **Are regional branches achieving their sales targets, and by what margin? (Gauge visualization)**
4. **What are the top-selling products in each year, and how consistent is their performance across years?**

**💡 Use Case Summary:**

These questions are designed to:

* Enable **deep analytical reporting** using Power BI
* Guide **decision-making** across operational, tactical, and strategic levels
* Incorporate OLAP actions like **drill-down, slicing, dicing, pivoting**, and **hierarchical exploration**