**Internet Sales Report Summary**

# Business Task

* Create internet Sales interactive report as following
* Which top 10 products are the most sold overtime?
* Which top 10 Cities are the most buying areas?
* Type of Clients are most buying products overtime?
* Sales By Product line?
* Compare measured budget at (2022 /2023)
* Create Visual dashboard
* Share recommendations and conclusions.

# Tools

* **SSMS** (SQL Server Management Studio) (Retrieving data)
* **Excel** (Double check for data and its types)
* **Power Bi** (Visual the report and create dashboard)

# Executive Summary

* Restore database at SSMS (SQL Server Management Studio).
* Exploring data tables to get more information about data structure.
* Review business demand from Sales Manager to define needs.
* Start retrieving data from SSMS by using following Queries (SELECT / FROM / WHERE / CASE - WHEN / LEFT JOIN / AS / ORDER BY).
* Saved the Queries to be reuse at further retrieving.
* Extract data at CSVs to use at Power BI.
* Load the data to Microsoft Power Bi.
* Modeling data by using foreign keys at Dimension tables and Fact Tables.
* Create Measures to assist the analysis as Following (Sum / DIVIDE).
* Create three pages for more details (Sales Overview / Customer Details / Product Details) to cover all tasks at create dashboard.

# Conclusions and findings.

* (London) & (Paris) are the most cities are buying products.
* Line (M) is the highest production line by Sales, while line (S) is lowest line in Sales.
* (Mountain-200) with different colors and sizes is most product by sales overtime.
* Bike is the highest Product by sales overtime.
* The Females are the most buying our product overtime by 50.49%
* Sales At (2022) was (6 million) less than budget by (8 million) as (-57.1%↓) from total Budget at 2022 (14 million)
* Sales at 1st half of (2023) Was (6.65 million) more than budget at 1st half of (2023) by (852.7 thousand) as (14.7%↑) from budget at 1st half of 2023 (5.8 million).