**1. Sales Dashboard**

* Total Sales, Average Order Value
* Sales by Brand, Category, and Store
* Monthly trend using the Date table

**2. Customer Analytics**

* Top 10 Customers by Purchase Amount
* Segment Customers by Loyalty Level
* Age distribution of high-value customers

**3. Returns Analysis**

* Return Rate = Returns / Sales
* Most returned products & reasons
* Refunds by Region and Month

**4. DAX Practice**

* YTD, QTD, MTD Sales
* Customer Lifetime Value
* Average Discount % by Brand
* Rank Products by Revenue

**5. KPI Cards & Bookmarks**

* Create dynamic views using slicers (Year, Brand, Category)
* Use bookmarks for storytelling dashboards