SECTION 1 — SQL Analysis

You may use any SQL environment (SQLite, PostgreSQL, BigQuery, etc.).

Write **queries** and show the following output

1.Revenue Breakdown

- Find total sales and profit by **country** and **segment**.

- Sort descending by total sales.

2.Growth Trend

- Write a query to calculate **monthly revenue trend** for the past 12 months.

3.Top Performers

- Identify the **top 5 products by total revenue**.

- For each product, show total quantity sold and average discount.

4.Profitability Analysis

- Find which **country–segment combination** yields the **highest profit margin**.

5.Revenue Contribution

- Find each product's **revenue contribution %** to the overall total revenue.

SECTION 2 — Dashboard Creation

Using **Metabase**, **Tableau**, **Power BI**, or other tools of your choice, create a dashboard containing at least **3-4 visualizations** that communicate key product and business metrics.

Suggested charts:

- Monthly Revenue Trend per product

- Revenue by Country & Segment

- Top 5 Products

- Customer Retention or Repeat Purchase Trend (if possible)

Your dashboard should include:

- Clear metric definitions

- Consistent formatting and labeling

- Logical layout for storytelling

- Filters (optional but appreciated)

Deliverable:

Share dashboard screenshots or a public link

SECTION 3 — Insights & Recommendations

Answer briefly (2–3 paragraphs):

1. What **patterns or anomalies** do you observe in the data?

2. What **business opportunities** or **product improvements** would you recommend based on your findings?

3. If you had access to more data (e.g., user activity, feature usage), what additional metrics would you track?