

You have been given a dataset of a wholesale trading company who deals with Food and Beverage products and ships the delivery to their customers. In this part (part three), you are required to complete the reports required by various departments. The requirements from each department has been given below.

#### Business Operations:

- CEO wants to see the KPIs like overall sales, number of orders, total customers, number of products sold, shipping cost, average shipping days etc., for the selected year.
- CEO also wants to see sales trends over time (Year slicer should not affect this visual)
- geographical distribution of sales by shipping country
- Need to analyze the average shipping cost and average shipping days by shippers
- Need to analyze the average shipping cost and average shipping days by Shipping Country

#### Customer Insights:

- Net Amount by Customer Country and region
- No of customers till date
- No of customers ordered in a selected year
- Top 10 Customers by Net Amount.
- Top 10 Customers by No of Orders.
- Show the relationship between number of orders and net amount for customers.
- Top 10 Customers by Discount Amount received.

#### Product Performance

- Top 10 Products by No of Orders.
- Top 10 Products by Net Amount.
- Top 10 Products by Discount given.
- Product Category and product wise Net Amount (as hierarchy)
- Bottom 10 Products by No of Orders.
- Bottom 10 Products by Net Amount.
- Net Amount and Quantity sold by Products that are not discontinued

#### Employee Analysis

- Employees by No of Orders.
- Employees by Net Amount.
- No of Employees by Country.
- No of Employees by Tenure (in Years)
- No of Orders by each employee by Month – in a selected year.

### Performance over time:

- Net Amount by Month-Year for all the years (Year slicer should not affect this visual)
- Net Amount by Quarter broken down Product-Category wise for the selected
- Net Amount by Months for the selected year
- Month-on-Month Change in Net Amount for the selected Year
- Quarter-on- Quarter Change in Net Amount for the selected Year
- Discount given pattern by Quarter for the selected year
- Net Amount by Order Date and by Shipped Date in each year (Year slicer should not affect this visual)
- Analyze the day-wise pattern in sales of product categories

### General Instructions:

- As you create the report you can name this company as you wish and make sure to use a company logo (any logo of your choice) as well in the report.
- Also make sure to give a proper title to each page/report.
- Make sure there is a year slicer in all the pages. The slicer selection should be single-select.
- You may also add other slicers which you think is suitable for the report page.