Problem Statement: KPI Requirements

1. Total Sales Analysis

- Calculate the total sales for each respective month.
- Determine the month-on-month increase or decrease in sales.
- Calculate the difference in sales between the selected month and the previous month.

2. Total Orders Analysis

- Calculate the total number of orders for each respective month.
- Determine the month-on-month increase or decrease in the number of orders.
- Calculate the difference in the number of orders between the selected month and the previous month.

3. Total Quantity Sold Analysis

- Calculate the total quantity sold for each respective month.
- Determine the month-on-month increase or decrease in the total quantity sold.
- Calculate the difference in the total quantity sold between the selected month and the previous month.

Problem Statement: CHART Requirements

1. Calendar Heat Map

- Implement a calendar heat map that dynamically adjusts based on the selected month from a slicer.
- Each day will be color-coded to represent sales volume (darker shades = higher sales).
- Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day.

2. Sales Analysis by Weekdays and Weekends

- Segment sales data into weekdays and weekends to analyze performance variations.
- Provide insights into whether sales patterns differ significantly between weekdays and weekends.

3. Sales Analysis by Store Location

- Visualize sales data by different store locations.
- Include month-over-month (MoM) difference metrics.
- Highlight MoM sales increase or decrease for each store location to identify trends.

4. Daily Sales Analysis with Average Line

- Display daily sales for the selected month with a line chart.
- Incorporate an average line on the chart.
- Highlight bars exceeding or falling below the average sales.

5. Sales Analysis by Product Category

- Analyze sales performance across different product categories.

● Provide insights into which product categories contribute the most to overall sales.

6. Top 10 Products by Sales

● Identify and display the top 10 products based on sales volume.
● Allow users to quickly visualize the best-performing products.

7. Sales Analysis by Days and Hours

● Utilize a heat map to visualize sales patterns by days and hours.
● Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day-hour.