

Capstone Project

As the data analyst for TNMT Retail, the Sales Director has requested the following from the dataset provided:

1. Calculate the following for every order:

- i. Revenue
- ii. Profit

2. Make reports for

- i. revenue trend
- ii. products by revenue
- iii. revenue contribution (%) of the product categories
- iv. sales team by revenue
- v. states by revenue, also showing their population and median income per state

3. Create a dashboard with the reports and make it sliceable by:

- i. Product Category

4. Include a textbox to highlight the following insights

- i. Which are the 2 top revenue products in January?
- ii. Which sales team made most revenue from Decoratives in March?
- iii. What is the relationship between revenue, population and median income of the states?