1. **Data Import and Table Selection**:
   * Import Excel data into Power BI.
   * Select specific tables (Calendar, Customer, Product, Sales, Terriority).
2. **Data Modeling**:
   * Design star schema architecture in Model view.
   * Establish relationships between tables.
3. **Data Transformation**:
   * Filter Calendar table for years 2017 and 2018.
   * Remove unnecessary columns from the Calendar table.
   * Utilize Power Query Editor for data manipulation.
4. **DAX Measures**:
   * Create measures for analyzing sales data.
   * Use DAX functions to calculate total sales, tax amount, total orders, distinct product count, etc.
   * Add comments to DAX measures for clarity.
5. **Visualization**:
   * Create matrices to display summarized data.
   * Format measures (e.g., change to currency).
   * Utilize visual elements like icons and tooltips for better understanding.
6. **Drill-Down Analysis**:
   * Implement drill-down functionality to explore data hierarchically.
7. **Additional Measures**:
   * Calculate total customers and percentage of distinct customers.
   * Analyze product-related metrics (e.g., max price, weight values).
8. **Data Quality Analysis**:
   * Identify and analyze empty cells in specific columns.
9. **Multiple Sheets and Visuals**:
   * Create multiple sheets with different matrix tables.
   * Utilize slicers for interactive filtering.
   * Implement visual filters for dynamic data exploration.
10. **Advanced DAX Functions**:
    * Utilize SUMX function for calculating total sales including tax.
    * Calculate dealer margin using SUMX function.
11. **Conclusion**:
    * Summarize the project and its focus on measures, matrix tables, and advanced DAX functions.

Overall, your project plan covers various aspects of data analysis and visualization in Power BI, from data import to advanced calculations and visualization techniques, providing a comprehensive guide for analysis and decision-making.