**Project Title: Sales Data Executive Reporting**

**Project Description:**

As the Data Analyst for **DTLM Retail**, you have been tasked by the Sales Director to analyze the provided dataset and deliver key insights that support strategic decision-making. Your responsibility includes calculating financial metrics, generating performance reports, and designing an interactive dashboard for executive-level review.

**Project Requirements:**

**1. Order-Level Calculations**

For each order in the dataset, compute:

* **Revenue**
* **Profit**

**2. Executive Reports**

Generate the following summary reports:

* **Revenue Trend Analysis** (over time)
* **Top 5 Products by Revenue**
* **Revenue Contribution (%) by Product Category**
* **Top 10 Sales Teams by Revenue**
* **Top 10 States by Revenue**, including their respective **population** and **median income**

**3. Interactive Dashboard**

Design a clean and interactive dashboard that allows slicing and filtering by:

* **Product Category**
* **Timeline** (e.g., monthly, quarterly, yearly)

**4. Key Insights Textbox**

Include a dynamic textbox or summary area highlighting the following insights:

* **Top 2 revenue-generating products in January**
* **Sales team with the highest revenue from *Decoratives* in March**
* **Correlation between revenue, state population, and median income**

**Deliverables:**

* Cleaned and analyzed dataset with calculated fields
* Visual reports and summary charts
* Interactive dashboard with slicers and filters
* Insight summary with answers to specified questions