**Project Objectives**

This project is focused on achieving the following key objectives:

**Sales Report**

1. **Customer Performance Report:**
   * Create a detailed analysis of customer performance over the years, highlighting sales figures and growth percentages.
2. **Market Performance and Sales Targets Comparison:**
   * Conduct a comprehensive comparison between market performance and sales targets, providing insights into the success of sales strategies.

**Finance Report**

1. **Profit and Loss (P&L) Reports by Fiscal Year and Months:**
   * Generate Profit and Loss reports categorized by fiscal year and months to evaluate financial performance over different time frames.
2. **Profit and Loss (P&L) Reports by Markets:**
   * Create Profit and Loss reports categorized by markets to aid in benchmarking against industry peers and previous periods.

**Lessons Learned**

Through the completion of this project, I gained valuable insights and developed several skills, both technical and soft skills. Here's what I learned:

**Technical Skills**

* **Data Analysis Techniques:** Utilized ETL (Extract, Transform, Load) methodology for processing data efficiently.
* **Power Query:** Demonstrated proficiency in generating a date table and deriving fiscal months and quarters.
* **Power Pivot:** Established data model relationships and incorporated supplementary data effectively.
* **DAX (Data Analysis Expressions):** Used DAX to create calculated columns for advanced analytics.

**Soft Skills**

* **Report Design:** Developed a refined understanding of designing user-centric reports with empathy in mind.
* **Optimization:** Acquired skills in optimizing report generation through meticulous fine-tuning.
* **Systematic Approach:** Developed a systematic approach to devising a report-building plan, enhancing efficiency.

**Project Management**

* **Strategic Thinking:** Aligned financial planning with strategic goals, contributing to a comprehensive understanding of organizational financial outlook.
* **Communication:** Improved communication skills by presenting complex financial data in a clear and understandable format.

**Continuous Learning**

* **Adaptability:** Embraced new tools and techniques, showcasing adaptability in a dynamic work environment.

**Conclusion**

This project not only allowed me to apply my technical skills but also provided a platform for continuous learning and improvement. The experience gained is instrumental in my journey as a data professional, and I look forward to applying these skills in future projects.