Project Steps:

1. **Data Import**: Imported all necessary tables into the Power BI environment.

2. **Exploratory Data Analysis (EDA):** Performed exploratory data analysis to understand the data characteristics and patterns.

3**. Data Cleaning:**

  - Removed special characters "$" and "," from the income column.

  - Converted the income column into whole numbers.

  - Split and rearranged date columns into DDMMYYYY format for proper date conversion.

4. **Data Modeling:**

  - Created relationships among all tables to establish connections for analysis.

  - Developed a data model to facilitate further analysis.

5. **Total Revenue Calculation:**

  - Calculated total revenue for each year (2015, 2016, 2017) using DAX expressions like SUMX.

  - Created a new measure for total revenue by summing revenue for each year.

6. **Visualization:**

  - Used visualizations like cards and bar charts to present total sales and revenue.

  - Filtered data by month to analyze monthly revenue across all years.

  - Analyzed sales by region and category name using appropriate visualizations.

  - Explored sales performance in different countries with bar charts and filters.

Insights:

- **Seasonal Sales Patterns:** December showed the highest number of sales, indicating potential seasonal trends or holiday-related spikes.

- **Revenue Generation:** 2017 had the highest revenue generation despite the data being until May, suggesting strong performance throughout the year.

- **Market Analysis:**

  - Australia emerged as the biggest market for sales, indicating potential opportunities for expansion or targeted marketing efforts.

- Canada was the smallest market for sales, highlighting areas for improvement or market development.

 - Other countries like the UK, France, Germany, and the USA showed moderate sales levels, providing insights into their market performance.

Further Analysis:

- Consider exploring the factors contributing to the seasonal sales patterns, such as promotions or external events.

- Investigate the drivers behind the revenue growth in 2017 to identify successful strategies or product lines.

- Dive deeper into the performance of specific regions or categories to uncover insights for strategic decision-making.