**Project Report**

* **Valuable Insights:** The business purpose for the given dataset has been driven deeply by using visualization and dashboards. It gives the overall strategy to build the foundation in market.
* **Improvement Focus:** The visualization which are being created helps to retrieve the fundamental growth of packages of dataset. It shows the improvement through every region and category for overall time period.
* **Evaluation of Effectiveness:** The dashboard gives you various aspect to work on and also help the visualize the suitable insights. It gives proper guidance to reach every value based on sales. Thus, to get the proper feedback throughout the research and involvement of process evaluation is very effective. And also, this sight helps to make data-driven decisions based on the evaluation.
* **Trend Identification:** By tracking the information and studying it carefully we can predict the previous sales using the data. The dashboards visualization helps us to make the study more predictive it helps identify and reveal various trends of history of sales, orders and consumption of various product in each category. This trend identification helps to predict the future productivity of sales and product.
* **Comprehensive Understanding:** The feature of power bi visualization gives a comprehensive idea of sales using various operations. The best feature of the dashboards is they give valuable insights using various aspect thus it helps to understand comprehensively.
* **Insights:** Through the application of advanced analytics techniques, we have uncovered actionable insights. These include identifying high-demand product categories, understanding customer preferences, and pinpointing underperforming store locations.
* **Recommendations:** Based on our analysis, we recommend strategies such as dynamic pricing, targeted marketing campaigns, and optimizing inventory levels to improve profitability. Additionally, we suggest enhancing the in-store layout and expanding the product offerings in certain categories.