

Data Challenge Objective

Tools Required: SQL and PowerBI

You'll be working as a Business Intelligence Developer for Northwind Traders, a global import and export company that specializes in supplying high-quality gourmet food products to restaurants, cafes, and specialty food retailers around the world.

As part of your role, you've been tasked with building a top-level KPI dashboard for the executive team. Its purpose should be to allow them to quickly understand the company's performance in key areas, including:

- Sales trends
- Product performance
- Key customers
- Shipping costs

The dashboard should be built to evolve and accommodate new data over time, but you've been encouraged by your manager to have insights & recommendations ready to share with the VPs. This is your chance to impress!

About The Data Set

Sales & order data for Northwind Traders, a fictitious gourmet food supplier, including information on customers, products, orders, shippers, and employees.

Download Dataset here:

https://drive.google.com/file/d/1aSxLkZfbxGt_Ua0PIOWIAVTG6_fuk42B/view?usp=sharing