-> Developed a Custom Calendar to measure Month-to-Date (MTD) and Year-to-Date (YTD) Sales, enabling seamless comparison with the same period last year.

-> Performed Data Modeling by establishing relationships between customer and calendar data, ensuring accurate time-based sales analysis.

-> Optimized Data Structure by removing unnecessary columns, improving query performance and reducing data load time.

-> Created Calculated Measures using DAX/SQL to dynamically compute key sales metrics, enhancing analytical capabilities.

-> Enhanced Dashboard Performance by optimizing queries and relationships, leading to faster insights and better user experience.