Objective

Create a Power BI Dashboard that analyses the dataset focusing on sales trends, product performance, key customers, shipping analysis etc. You Dashboard can be one page or multiple pages.

The goal is to provide the businesses with valuable insights to:

* Track sales trends over time and across various dimensions.
* Optimize product performance by highlighting top-performing products.
* Identify and target key transacting customers for personalized offers and improved customer satisfaction.
* Monitor financial performance through metrics like revenue and discounts.
* Compare current performance with previous years to evaluate progress.
* Understand customer behavior through analysis of customer numbers and order quantities.
* Overall, the dashboard should help the business make data-driven decisions, optimize strategies, and improve performance in sales, customer satisfaction, and profitability.

Design Guidelines:

Ensure the report is visually appealing, with clear and intuitive navigations (if you do a multiple page report)

Use appropriate visualizations to effectively communicate insights.

Include interactive elements like slicers, and drill-down capabilities to allow users to explore the data dynamically if they need to.

Tech stack:

PowerBi