**Understanding of Datasets**

**Pharm Dataset**

**DimLocation Sheet**

* **LocationID**: Unique identifier for each location.
* **City**: Name of the city for the location.
* **Latitude**: Latitude coordinates of the location.
* **Longitude**: Longitude coordinates of the location.

**DimSubChannel Sheet**

* **SubChannelID**: Unique identifier for each sub-channel.
* **ChannelID**: Identifier linking to the main channel.
* **Sub-channel**: Specific sub-channel for distribution.

**DimChannel Sheet**

* **ChannelID**: Unique identifier for each channel.
* **Channel**: Name of the main sales or distribution channel.

**DimProducts Sheet**

* **ProductID**: Unique identifier for each product.
* **ProductName**: Name of the product.
* **ProductClass**: Classification or category of the product.
* **ProductPrice**: Price of the product.

**DimEmployees Sheet**

* **ID**: Unique identifier for each employee.
* **Name**: Name of the employee.
* **Manager**: Manager or supervisor of the employee.
* **Team**: Team to which the employee belongs.

**Sales2022 Sheet**

* **Sales ID**: Unique identifier for each sales transaction in 2022.
* **MonthYear**: Month and year of the sales transaction.
* **SalesRepID**: Unique identifier for the sales representative.
* **Distributor**: Distributor responsible for the transaction.
* **Customer Name**: Name of the customer involved in the transaction.

**Sales2023 - 2025 Sheet**

* **Sales ID**: Unique identifier for each sales transaction (2023-2025).
* **MonthYear**: Month and year of the sales transaction.
* **SalesRepID**: Unique identifier for the sales representative.
* **Distributor**: Distributor responsible for the transaction.
* **Customer Name**: Name of the customer involved in the transaction.

**Pharm Target Dataset**

1. **ProductID:** Unique identifier for the product.
2. **SalesRepID:** Unique identifier for the sales representative.
3. **Month:** Month in which the target is set.
4. **2022:** Sales target for the year 2022.
5. **2023:** Sales target for the year 2023.
6. **2024:** Sales target for the year 2024.
7. **2025**: Sales target for the year 2025.

**Sales Performance Overview (Sliced by: Year, Month, Quarter, Team)**

1. **Total Revenue:** Overall revenue generated.
2. **Total Revenue Year to Date (YTD):** Total revenue accumulated from the start of the year up to the current date.
3. **Total Revenue Previous Year (YTD):** Revenue generated by the same point in the previous year.
4. **Total Revenue Same Period Last Year (SPLY):** Revenue generated during the same period in the previous year.
5. **Total Target:** The overall sales or revenue target for the period.
6. **Total Target (YTD):** The year-to-date target for revenue or sales.

**Marketing Performance (Slice by Year, Quarter, Month, Product Category and Team)**

1. **Actual Revenue Performance YTD vs Target (SPLY):** Comparison of current year revenue vs. the same period last year's target.
2. **Revenue Month on Month Percentage Change:** Percentage change in revenue from one month to the next.
3. **Revenue Distribution by Location:** Breakdown of revenue by geographical locations.
4. **Revenue by Channel:** Revenue generated from different sales or distribution channels.
5. **Revenue by Product Class:** Revenue categorized by product classes or categories.
6. **Revenue Achieved vs Revenue Target:** Actual revenue compared to the target.
7. **Volume Achieved vs Volume Target:** Actual sales volume compared to the target volume.
8. **Actual Revenue by Sales Representative:** Revenue generated by each sales representative.
9. **Target Revenue Achievement % by Sales Representative:** Percentage of the revenue target achieved by each sales representative.
10. **Actual Volume by Sales Representative:** Actual sales volume achieved by each sales representative.
11. **Target Volume Achievement by Sales Representative:** Volume target achievement by each sales representative.
12. **Actual Revenue Achievement by Sales Team:** Total revenue achieved by the sales team.
13. **Revenue and Volume Achievement by Product:** Comparison of revenue and volume achievements for each product.