**KPI Requirements:-**

**1.Total sales analysis:**

* Calculate total sales for each respective month?
* Determine month on month increase and decrease in sales?
* Calculate the difference of sales between selected month and previous month?

**2.Total orders analysis:**

* Calculate total number of orders for each respective month?
* Determine month on month increase and decrease in number of orders?
* Calculate the difference in number of orders between selected month and previous month?

**3.Total quantity sold analysis:**

* Calculate the total quantity sold for each respective month?
* Determine the month on month increase and decrease in the total quantity sold?
* Calculate the difference in the total quantity sold between the selected month and the previous month?

**Charts Requirements:-**

**1.Calendar heat map:**

* Implement a calendar heat map that dynamically adjusts based on the selected month from a slicer.
* Each day on the calendar will be color coded to represent sales volume with lighter shade indicating higher sales.
* Implement tooltips to display detailed metrics(sales,orders,quantity) when hovering over a specific day.

**2.sales Analysis by weekdays and weekends:**

* Segment sales data into weekdays and weekends to analyze performance variations.
* Provide insights into weather sales patterns differ significantly between weekdays and weekends.

**3.Sales Analysis by store location:**

* Visualize sales data by different store locations.
* Include month- over- month(MOM) difference metrics based on the selected month in the slicer.
* Highlight MOM sales increase or decrease for each store location to identify trends.

**4.Daily sales analysis with average line:**

* Display daily sales for the selected month with a bar chart.
* Incorporate an average line on the chart to represent the average daily sales.
* Highlights bars exceeding or falling below the average sales to identify exceptional sales days.

**5.Sales Analysis by product category:**

* Analyze sales performance across different product categories.
* Provide insights into which product categories contributes the most to overall sales.

**6.Top 10 products by sales:**

* Identify and display the top 10 products based on sales volume.
* Allow uses to quickly visualize the best performing products in terms of sales.

**7.Sales Analysis by Days and Hours:**

* Utilize a heat map to visualize sales pattern by days ans hours.
* Implement tooltips to display detailed metrics(sales, orders,quantity) when hovering over a specific day-hour.