

**Assumptions**

*Note: These are our assumptions on which we have performed this data analysis and visualization since some of the information provided was not enough and clear to better understand the data.*

* Sales Price:- It is the actual amount for which the product is sold per quantity.
* Sales Amount:- It is the actual amount for which the products are sold.

Sales Amount = Sales Price \* Sales Quantity

* Sales Amount Based on List Price:- It is the amount for which the company aims to sell its products

We have considered this amount as to calculate the target revenue of the company

* Sales Cost Amount: It is the cost amount the company spends/invests for manufacturing of products
* Sales Margin Amount:- It is the actual profit which the company is making

Sales Margin Amount = Sales Amount - Sales Cost Amount

**Some Imp Measures used in Power BI**

*Note: All calculations and measure in Power BI has been done on what we have assumed, would have done better if we have given through understanding of data*

* Total Cost = Sales Cost Amount
* Total Revenue = Sales Amount
* Total Profit = Total Revenue – Total Cost
* Target Revenue = Sales Amount Based on List Price
* Target Cost = Sales Unit Cost Price \* Sales Quantity
* Target Profit = Target Revenue – Target Cost
* Profit / Order: Show how much profit the company is making per order

*Note: Below measures are to evaluate, how a change in sales price changes the profit of the company*

* Adjusted Sales Price: Changed Sales Price by a certain percentage
* Adjusted Revenue: Sales Amount Based on Adjusted Sales Price
* Adjusted Profit = Adjusted Revenue – Total Cost