# **Project 1: Ebony Home Essentials Sales Performance and Customer Insights Dashboard**

## **Goals of the Project**

To build a Power BI dashboard that helps Ebony Home Essentials business:

1. Track overall sales performance.
2. Understand customer behavior.
3. Identify high-performing products and regions.
4. Support data-driven decisions.

## **Business Questions to be answered**

1. **What is the total revenue, profit, and number of orders?**
2. **Which products are the best and worst performing?**
3. **Who are the top customers (by spend, frequency)?**
4. **Which regions or cities generate the most revenue?**
5. **Are there seasonal patterns or sales trends?**
6. **Which sales channels perform best (e.g., online vs. in-store)?**