ROSE APPLICATION – CASE STUDY

You are provided the attached Excel file containing Québec sales information for 2023. More details have been provided for the month of April and May.

Task #1:

Using the data in the attached Excel spreadsheet, please use Power BI:
1. Create a 1-pager report/dashboard highlighting **the most relevant KPIs** of the cannabis industry according to them.
2. Create a page to help ROSE identify **the main performance drivers from April 2023 to May 2023**.
3. Create a new measure identifying the **price at which** the majority of Quebec consumers are purchasing their cannabis.
4. Answer the following question: if you had all the Quebec Cannabis data in the world**, which KPI would you build first, why and how would ROSE benefit from this?**

Task #2:

You are preparing the monthly performance review for the month of May for Tilray; you are expected to present a recap of the month over month performance. Please prepare your presentation, identify your key insights and recommendations.

Task #3:

Write a couple of bullet points to summarize what caught your attention while you were doing this exercise? E.g what surprised you about the industry? What are the key industry wide insights you noticed? Etc.