

## Dashboard Objectives

This project focuses on creating a dashboard for analyzing product sales performance. The goal is to provide clear insights to stakeholders into top-selling products, sales trends, and the effectiveness of marketing efforts. This dashboard will assist in making data-driven decisions for inventory management, marketing strategies, and future product development.

### 1. Top Selling Products:

- Which products have generated the most sales over a specified period?  
*Objective:* Identify the top-selling products to understand customer preferences and demand trends.

### 2. Yearly Product Sales Overview:

- What is the overall sales performance of all products launched in the past year?  
*Objective:* Provide an overview of how each product has performed over the year to assess overall success.

### 3. Highlight Top Performers:

- Which products consistently top the sales charts?  
*Objective:* Identify the products that are consistently high performers, celebrating the success stories and recognizing trends.

### 4. Visual Representation of Product Sales:

- How can we visually represent product sales for easier comparison?  
*Objective:* Create a visual breakdown (e.g., bar chart or pie chart) to highlight the hierarchy of product sales for clearer insights.

### 5. Product Sales Trends Over Time:

- How do the sales of newly launched products trend over time?  
*Objective:* Track sales trends over time to determine sustained interest or potential decline in product sales.

### 6. Correlation with Marketing Efforts:

- Is there a correlation between marketing campaigns or promotions and spikes in product sales?  
*Objective:* Analyze the impact of marketing efforts on product sales to evaluate their effectiveness.