**Objective**:

The case study is based on a computer hardware business which is facing challenges in dynamically changing market. Sales director would like to build power BI dashboard that can give him real time sales insights.

**Outcome**:

Real time sales insights

**Tools Used**:

1. MySQL

2. Power BI for data visualization

**Execution**:

The data is obtained from a SQL dump. MySQL is connected to Power BI to obtain data and some of the questions answered are

1. Sales by region
2. Profit by region
3. Cost by region
4. Top profit, revenue and cost
5. Average sales
6. Average sales per region
7. Bottom profit, revenue and cost
8. Calculate year-over-year growth, month-over-month changes, or rolling averages
9. Sales volume, revenue, and profit for each product. Identify top-selling products and understand the product mix.
10. Understand which regions contribute the most to sales and identify any geographical trends

Dashboard is built so that the Sales Director can visualize the data in an interactive way and make decisions.