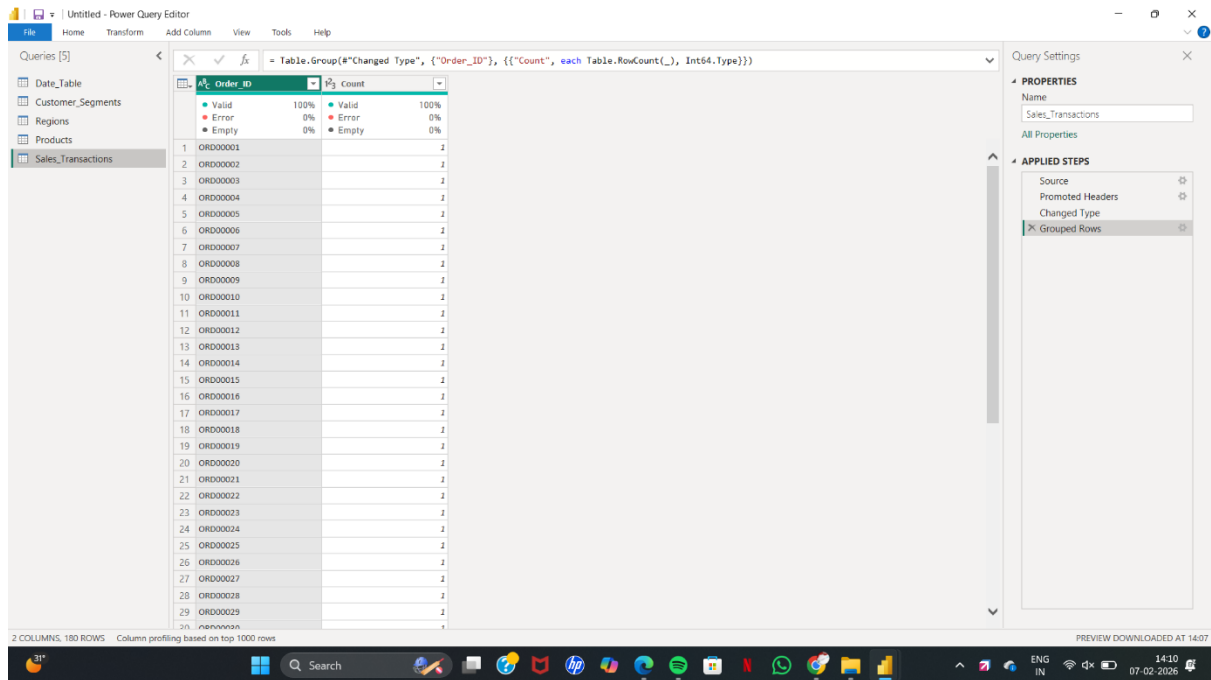
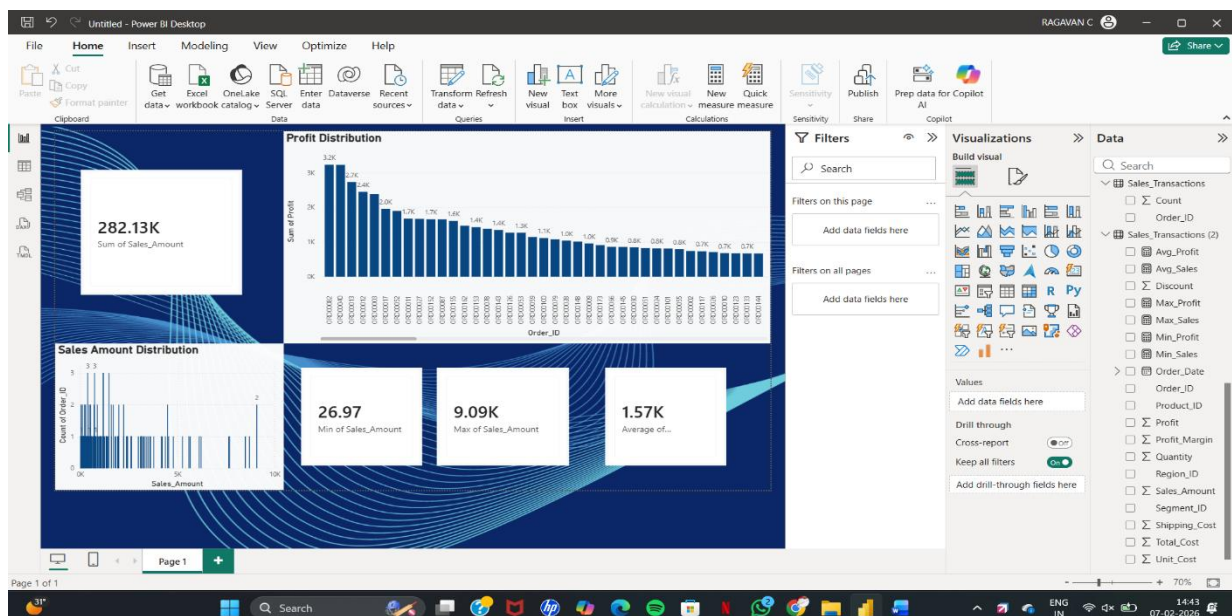


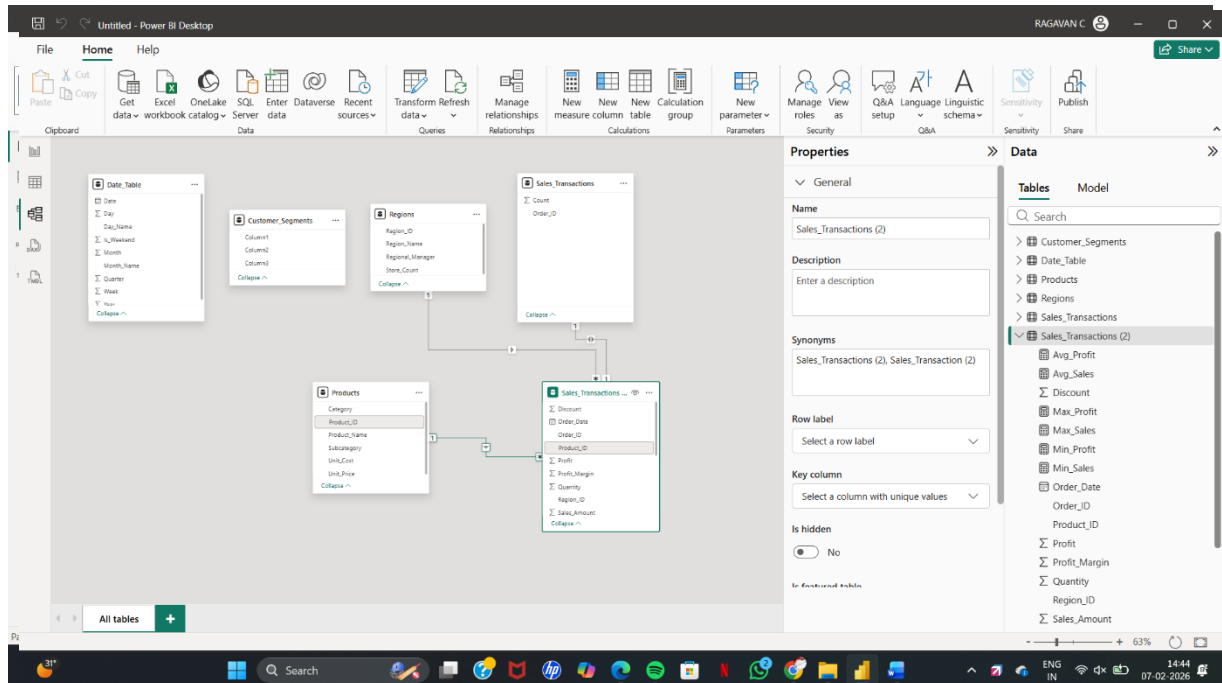
## 1) Identify missing values and duplicates in the Sales dataset.



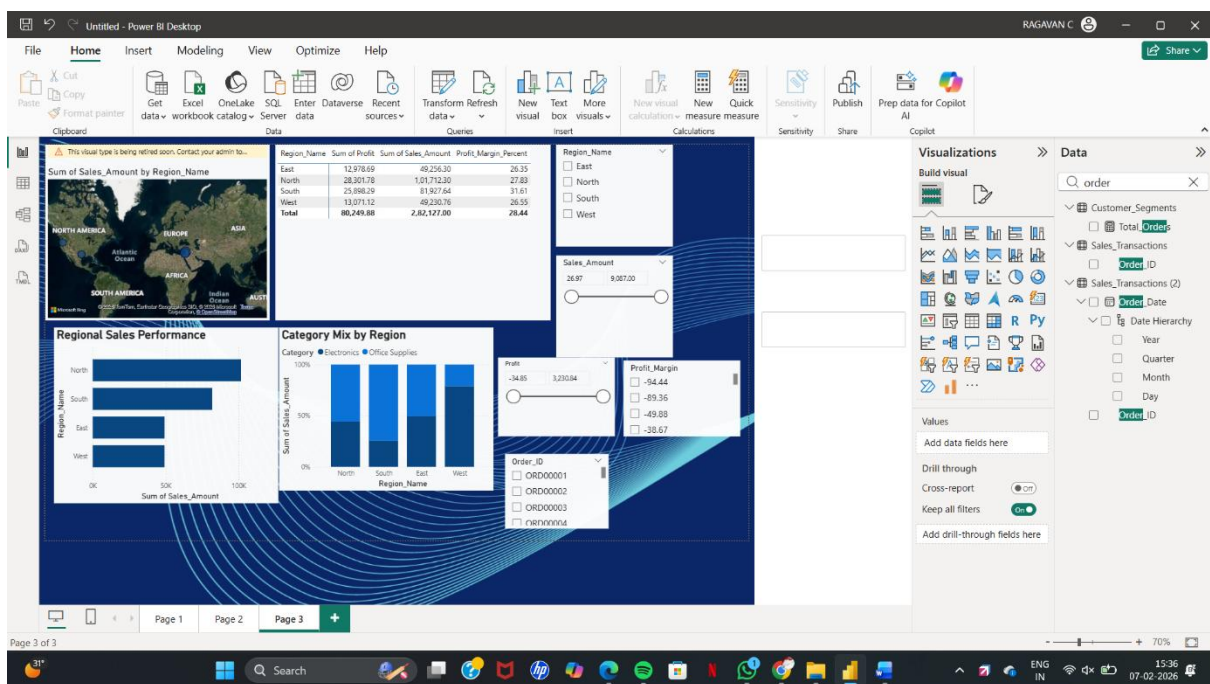
## 2) Univariate analysis on Sales and Profit



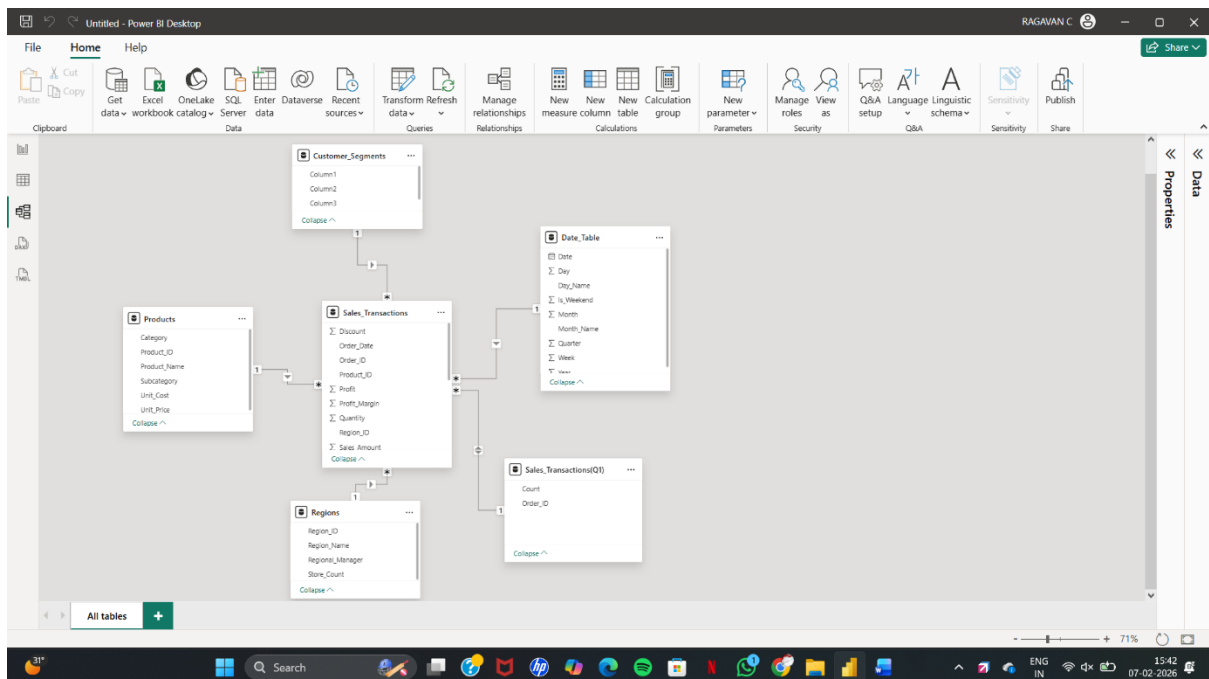
### 3) Product categories contribute the highest revenue and profit.



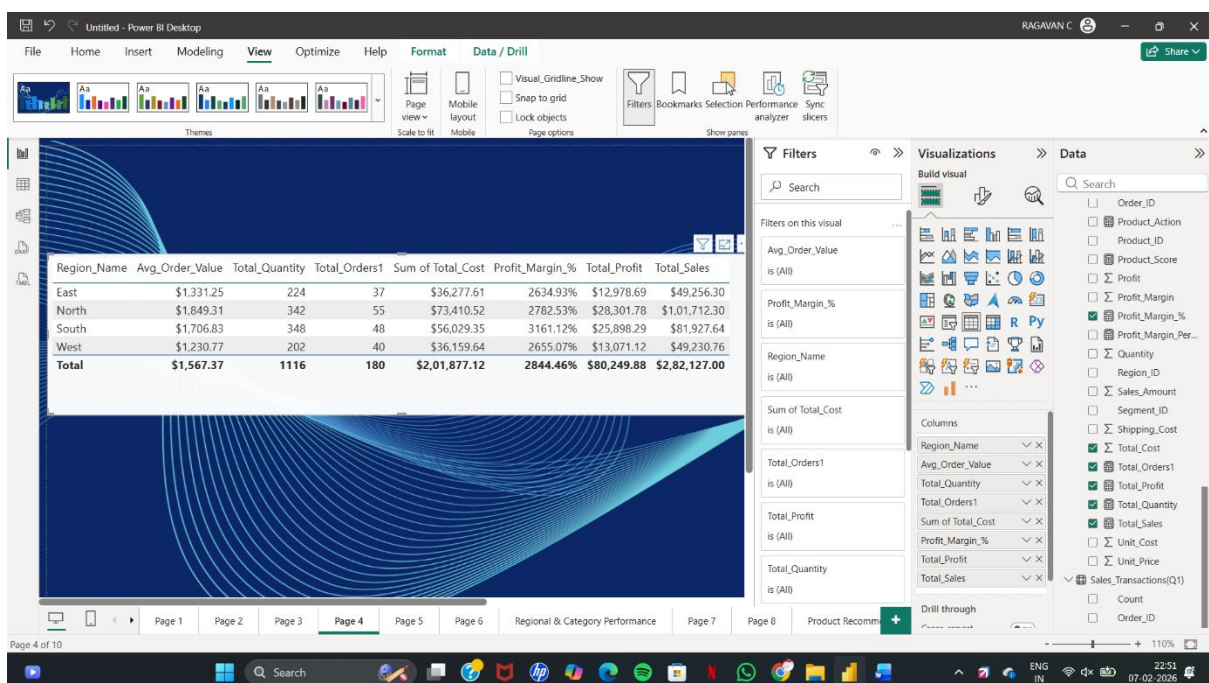
### 4) Sales performance vary across regions



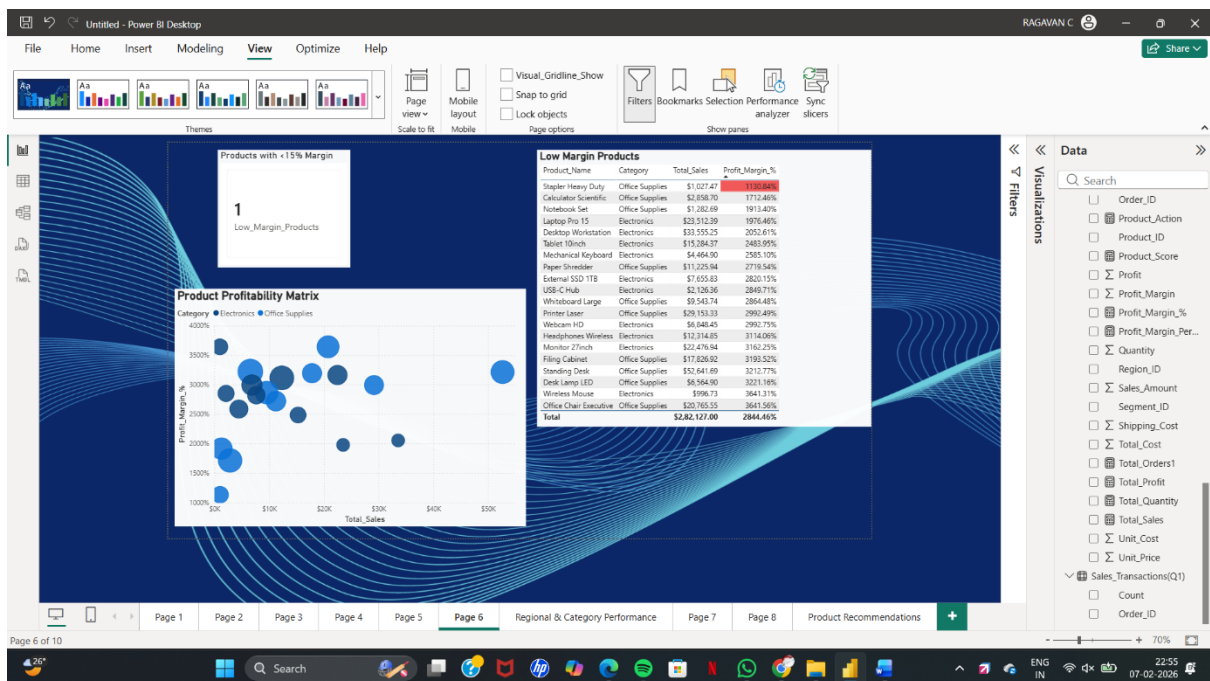
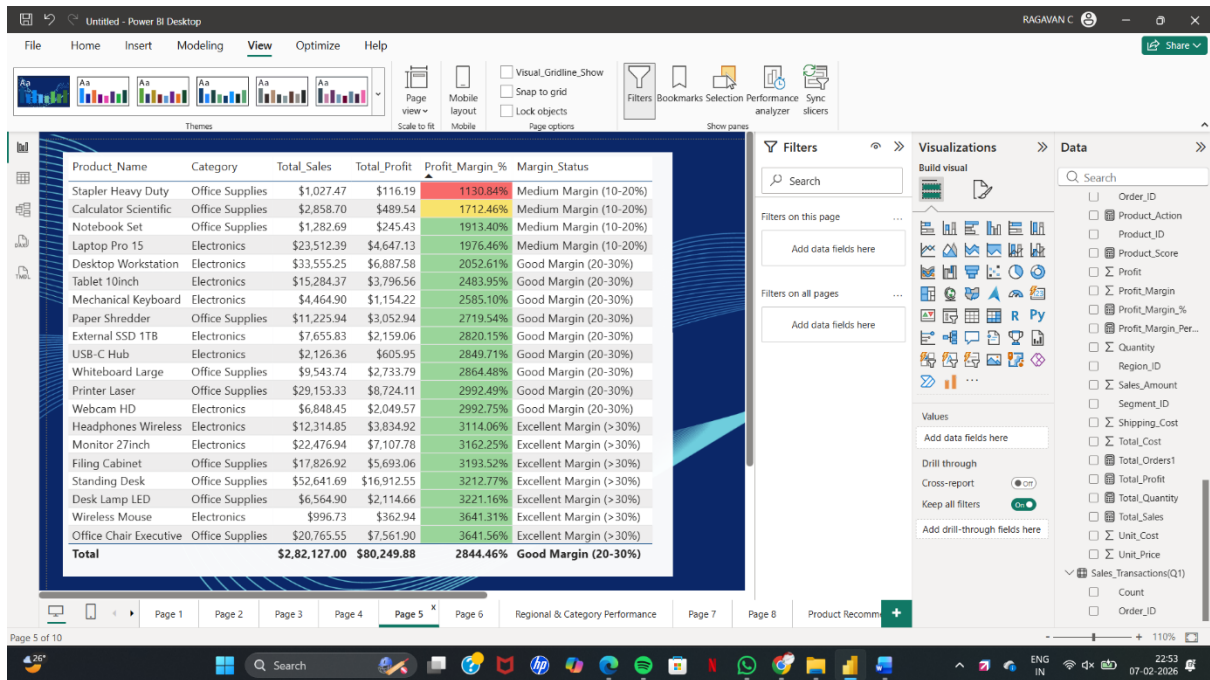
## 5) Star schema using Sales, Customer, and Product tables



## 6) DAX measure to calculate Total Sales and Total Profit

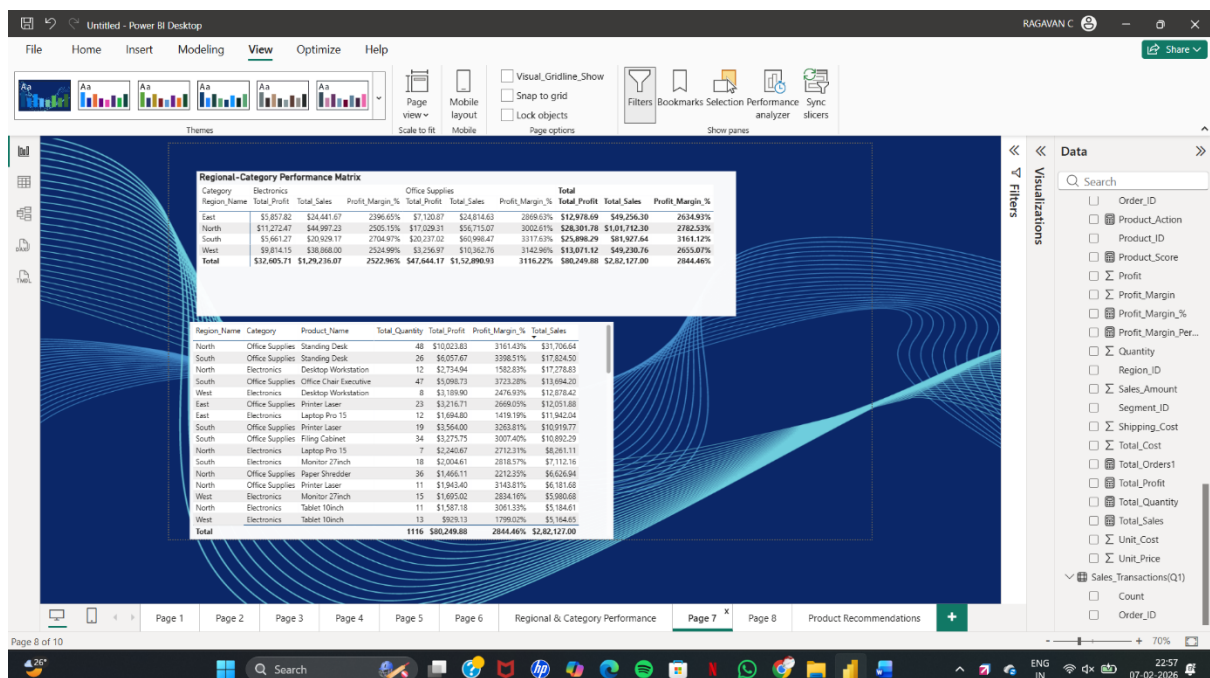
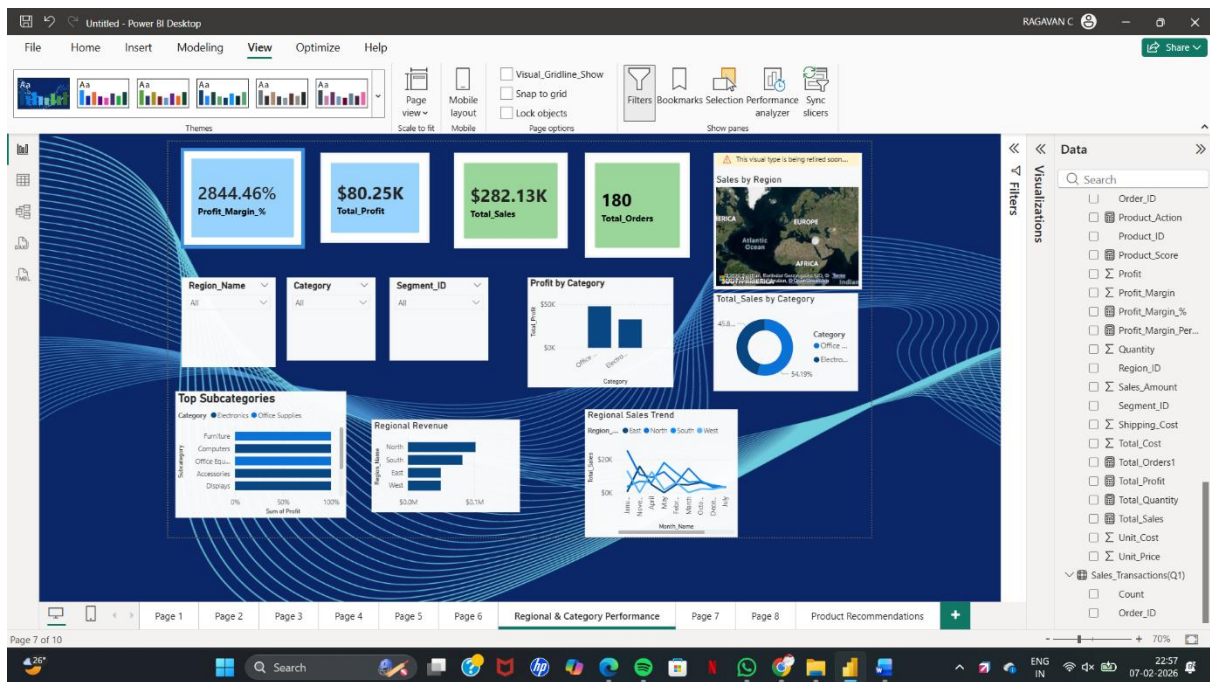


## 7) Profit Margin (%) using DAX and identify low-margin products.





## 8) Dashboard to show regional and category-wise performance.



## 9) Which products should be discontinued or promoted based on analysis?

