**✅ Primary Color Palette (for Charts, Highlights, KPIs)**

| **Usage** | **Color** | **Hex Code** |
| --- | --- | --- |
| Primary Accent Color | Deep Blue | #1F77B4 |
| Secondary Accent Color | Teal Blue | #17BECF |
| Success / Growth | Emerald Green | #2CA02C |
| Warning / Decline | Red-Orange | #D62728 |
| Neutral / Labels | Dark Gray | #4D4D4D |
| Light Highlight | Sky Blue | #AEC7E8 |
| Background Highlight | Light Gray | #F5F5F5 |

**🎨 Chart Recommendations**

* Use **Deep Blue** for main trends or bars (primary line/bar).
* Use **Emerald Green** for positive metrics (e.g., Profit, Growth).
* Use **Red-Orange** for declines, returns, or loss indicators.
* Use **Teal Blue** for secondary trends or comparison series.
* Keep text/labels **Dark Gray** for readability over white.
* Use **Light Gray / Sky Blue** for backgrounds, separators, or tooltips.

**📘 Example Application:**

| **Visual Element** | **Suggested Color** |
| --- | --- |
| KPI Card – Revenue | Deep Blue #1F77B4 |
| KPI Card – Profit | Green #2CA02C |
| KPI Card – Returns | Red #D62728 |
| Chart Gridlines | Light Gray #F5F5F5 |
| Slicers / Filters | Teal Blue #17BECF |
| Titles / Headers | Dark Gray #4D4D4D |
| Background | White #FFFFFF |

| **Page Name** | **Key Elements** |
| --- | --- |
| **1. Executive Summary** | Cards (Total Sales, Orders, Returns, AOV), Trendline (Sales by Month), KPIs (Return %, Profit Margin) |
| **2. Sales Performance** | Bar chart (Sales by Category/Subcategory), Line Chart (Sales Over Time), Top Products Table |
| **3. Customer Analytics** | Pie charts (Gender, Marital Status), Histogram (Age Distribution), Bar (Sales by Occupation or Income Group) |
| **4. Product Profitability** | Matrix (ProductName vs Profit), Bar (Profit Margin by Category), Slicer (Price Range) |
| **5. Regional Insights** | Map (Sales by Country/Region), TreeMap (Sales by Region), Bar (Sales by Continent) |
| **6. Return Analysis** | Return Rate by Product, Region, Time; Table (Most Returned Items), Line (Returns Trend) |
| **7. Time Intelligence** | Area chart (Sales and Returns by Month), Heatmap (Sales by Weekday), Month-on-Month Change |
| **8. Customer Segmentation** | Sales by Age Group, Income Bracket, Education; Filterable Dashboard by Segment |
| **9. Custom Drill-through** | Create drill-through pages for Customer → Order History or Product → Detailed KPIs |

**🎨 Background Colors:**

**🔹 Overall Tab Bar Background (Gradient)**

* **Top Gradient Color**: #0D60B3 (approx.)
* **Bottom Gradient Color**: #123E8C (approx.)

**🔹 Selected Tab Background (Acquisition)**

Card design

PreviousSales = CALCULATE(

    [Total Sales],

    DATEADD('Calendar'[Date],-1,YEAR)

)

1. Sales Change % =

VAR \_Current = [Total Sales]

VAR Previous = [PreviousSales]

RETURN

IF(

   NOT(ISBLANK(Previous)),

    DIVIDE(\_Current - Previous, Previous),

    BLANK()

)

3. Sales Comparison =

VAR Prev = [PreviousSales] / 1000000

VAR Change = [Sales Change %]

VAR Arrow = IF(Change < 0, UNICHAR(9660), UNICHAR(9650))  // ▼ or ▲

RETURN

"vs prev: " & FORMAT(Prev, "0.0") & "M / " & Arrow & FORMAT(Change, "0.0%")