**PROBLEM STATEMENT**

**KPI’S REQUIREMENT**

**YTD Sales: Monitor year-to-date sales to gauge the overall revenue performance over time**

**QTD Sales: Track quarterly sales figures to identify sales trends and fluctuations.**

**YTD Products Sold: Analysis the total number of products sold throughout the year to understand product movement.**

**YTD Reviews: Keep tabs on year-to-date product reviews to assess customer feedback and satisfaction.**

**CHARTS REQUIREMENT**

**Sales by Month (Line chart): Visualize sales trends over time on a monthly basis to identify seasonal patterns and growth trends.**

**Sales By Week (Column Chart): Display sales on a weekly basis to pinpoint shorter-term fluctuations and performance insights.**

**Sales by product Category (Text/Heat Map): Utilize a test or heat map visualization to provide a high-level overview of sales across different product categories.**

**Top 5 products by YTD sales (Bar Chart): Highlight the top-performing products based on year-to-date sales to focus on key revenue generators.**

**Top 5 Products by YTD Reviews ( Bar charts): Identify the top-rated products by year-to date reviews to understand customer preferences.**