**Objective**Develop an informative dashboard to analyze sales data, monitor key performance indicators (KPIs), and offer actionable insights to improve sales performance.

**Requirements**

1. **Advanced Metrics & Calculations**
   * **Sales Growth Rate:** Calculate month-over-month (MoM) and year-over-year (YoY) sales growth rates.
   * **Average Order Size:** Calculate average order size as Total Sales divided by Quantity Sold.
   * **Profit Calculation:** Include a Profit column.
   * **Sales by Time of Day:** Analyze sales by time period (morning, afternoon, evening, night) using the Time column.
2. **Dashboard Elements**
   * **KPIs Summary Section:** Display the following KPIs:
     + **Total Sales**
     + **Total Quantity Sold**
     + **Total Profit**
     + **Average Order Size**
     + **Sales Growth Rate**
     + **Return Rate**
   * **Top Products, Regions, and Customers:**
     + List the top 2 products, regions, and customers by total sales.
   * **Time-Based Sales Analysis:**
     + Analyze sales by day of the week to identify peak days.
     + Analyze sales by time of day (morning, afternoon, evening, night).
   * **Sales Rep Performance:** Create a ranked list or chart showing sales reps by their total sales and quantity sold.
3. **Interactive Filtering & Slicers**
   * **Slicers:** Enable filtering by:
     + Product Category
     + Region
     + Sales Rep
     + Date (Year/Month)
     + Time of Day (Morning, Afternoon, Evening, Night)
   * **Dynamic Filtering:** Ensure the dashboard updates dynamically with any slicer selection.
4. **Data Visualization**
   * **Monthly and Yearly Sales Trends:** Display trends with a line or area chart.
   * **Hourly Sales Distribution:** Use a heatmap or line chart to show sales by hour of the day.
   * **Sales by Product Category:** Present as a pie or donut chart to show category sales proportions.
   * **Sales vs. Returns:** Display a bar chart comparing total sales and returns by region.
   * **Profit Margin Analysis:** Show profit margins over time using a line chart.
5. **Dashboard Insights & Analysis**
   * **Actionable Insights:** Provide 3 key insights from the data, such as peak sales times, best-performing products, or sales surges on specific days.

6. **Recommendations:** Offer 2 suggestions for sales improvements, such as enhancing marketing during peak hours, focusing on high-profit products, or targeting specific customer segments.

There is the database [link](https://docs.google.com/spreadsheets/d/1sk7k1Yb_hePq_KHIBlZTxHGBLNd22h4sjV2Hu6OUEG4/edit?usp=sharing)