

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:** Analyse 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.
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CHARTS REQUIREMENT

- **YTD Sales by Month (Line Chart):** Visualize sales trends over time on a monthly basis to identify seasonal patterns and growth trends.
- **YTD Sales by Week (Column Chart):** Display sales data on a weekly basis to pinpoint shorter-term fluctuations and performance insights.
- **Sales by Product Category (Text/Heat Map):** Utilize a text 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 Chart):** Identify the top-rated products by year-to-date reviews to understand customer preferences.