**AWS SaaS Sales Dashboard**

**1. Executive Summary**

The goal of this project is to implement a Sales and Profitability Dashboard that provides real-time visibility into visualize key performance indicators (KPIs) related to sales and profitability. The dashboard will enable stakeholders to monitor performance, identify trends, and make informed strategic decisions. It will include both monthly and yearly trends to provide a detailed view of the company’s financial health and operational effectiveness.

**2. Business Requirements KPI:**

**1. Total Sales**

* Measures: Revenue generated from all sales during a specified period.
* Purpose: Provides an overview of revenue performance.

**Trend Analysis:**

* Monthly Trends: Total Sales aggregated by month for the last 12 months.
* Yearly Trends: Total Sales aggregated by year for the past 4 years.

**2. Total Number of Orders**

* Measures: Count of orders placed within a specified period.
* Purpose: Indicates business activity levels.

**Trend Analysis:**

* Monthly Trends: Total Number of Orders aggregated by month for last 12 months.

**3. Total Profit**

* Measures: Total profit generated from all sales during a specified period.
* Purpose: Measures overall business profitability.

**Trend Analysis:**

* Monthly Trends: Total Profit aggregated by month for the last 12 months.
* Yearly Trends: Total Profit aggregated by year for the past 4 years.

**4. Total Quantity Sold**

* Measures: Total units sold across all orders in a specified period.
* Purpose: Assesses product demand and manages inventory.

**Trend Analysis:**

* Monthly Trends: Total Quantity Sold aggregated by month for the last 12 months.
* Yearly Trends: Total Quantity Sold aggregated by year for the past 4 years.

**5. Customer Count**

* Measures: Number of unique customers who placed orders in a specified period.
* Purpose: Tracks customer base growth and size.

**Trend Analysis:**

* Monthly Trends: Customer Count aggregated by month for the last 12 months.
* Yearly Trends: Customer Count aggregated by year for the past 4 years.

**6. Discount Amount**

* Measures: Total value of discounts applied to orders in a specified period.
* Purpose: Evaluates the impact of discount strategies on sales and profitability.

**Trend Analysis:**

* Monthly Trends: Discount Amount aggregated by month the last 12 months.
* Yearly Trends: Discount Amount aggregated by year for the past 4 years.