**PROBLEM STATEMENT**

**KPI'S REQUIREMENTS**

1. Total Sales Analysis:
   * Calculate the total sales for each respective month.
   * Determine the month-on-month increase or decrease in sales.
   * Calculate the difference in sales between the selected month and the previous month.
2. Total Orders Analysis:
   * Calculate the total number of orders for each respective month.
   * Determine the month-on-month increase or decrease in the number of orders.
   * Calculate the difference in the number of orders between the selected month and the previous month.
3. Total Quantity Sold Analysis:
   * Calculate the total quantity sold for each respective month.
   * Determine the month-on-month increase or decrease in the total quantity sold.

* Calculate the difference in the total quantity sold between the selected month and the previous month.

1. Daily Sales Analysis with Average Line:

* Display daily sales for the selected month with a line chart.
* Incorporate an average line on the chart to represent the average daily sales.
* Highlight bars exceeding or falling below the average sales to identify exceptional sales days.

1. Sales Analysis by Product Category:

* Analyze sales performance across different product categories.
* Provide insights into which product categories contribute the most to overall sales.

1. Top 10 Products by Sales:

* Identify and display the top 10 products based on sales volume.
* Allow users to quickly visualize the best-performing products in terms of sales.

1. Sales Analysis by Days and Hours:

* Utilize a heat map to visualize sales patterns by days and hours.
* Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day-hour.

1. Calendar Heat Map:

* Implement a calendar heat map that dynamically adjusts based on the selected month from a slicer.
* Each day on the calendar will be color-coded to represent sales volume, with darker shades indicating higher sales.
* Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day.

1. Sales Analysis by Weekdays and Weekends:

* Segment sales data into weekdays and weekends to analyze performance variations.
* Provide insights into whether sales patterns differ significantly between weekdays and weekends.

1. Sales Analysis by Store Location:

* Visualize sales data by different store locations.
* Include month-over-month (MoM) difference metrics based on the selected month in the slicer.
* Highlight MoM sales increase or decrease for each store location to identify trends.