Business Problem Statements – AdventureWorks Power BI Report

1. Declining Monthly Revenue Trends — Identify when and why sales performance drops over time.

2. Low Profit Margins — Detect underperforming products and regions reducing profitability.

3. High Return Rates — Determine which product types or categories experience excessive returns.

4. Product Demand Forecasting — Analyze order trends to optimize inventory and production planning.

5. Uneven Regional Performance — Reveal which countries or continents drive or lag in revenue generation.

6. Customer Retention Challenges — Understand customer purchase frequency and lifetime value.

7. Unbalanced Product Portfolio — Discover whether certain categories dominate orders or profits disproportionately.

8. Inefficient Pricing Strategies — Track the impact of price adjustments on revenue and profit trends.

9. Top and Low-Performing Products — Pinpoint best-selling and least-profitable items for decision-making.

10. Profit Volatility Across Periods — Evaluate how profit trends fluctuate across months or years.

11. Customer Segmentation Gaps — Identify purchasing patterns based on income level and occupation.

12. Underperforming Sales Regions — Highlight regions that fall below revenue or order targets.

13. Unclear Product Return Causes — Analyze return data to improve quality control and customer satisfaction.

14. Revenue Concentration Risk — Identify dependence on a few top customers or product lines.

15. Ineffective Marketing Targeting — Use demographic insights to better align campaigns with high-value segments.