

**Essies Ltd** is launching a new product and in the initial stage they are targeting some segmented customer and region. **David** the sales head has just got the new details from the frontline retailers. He has appointed Benson to infer some important insights.

**Benson** starts the execution after he understands the business with the following:-

- The data requires some reference table to be created which can be used for using the date and products.
- It is important that the product Category table is kept separate in the model.
- Benson decides to keep the Product Sub category table to be kept as separate table.
- Retail sales needs to have priority in terms of High, Mid & Low.
- David needs to have Interactive slicer in terms of Country Flag in the report
- Essies Dashboard needs to highlight the following:-
  - Units Sold by Category
  - Total Unit sold
  - Retail Unit Sold
  - Sales Unit Sold

- Among all the new Retailer top 10 should be highlighted in terms of unit sold
- Top performing products in terms of Unit sold
- Top performing in subcategories in terms of Unit sold

Marketing head John has also carried a big campaign to penetrate the inclusive and he is also keen to know the following details:-

- Unit sold in Promotion events in terms of reseller, no discount and Customers
- Unit sold in terms Components, Accessories, clothing, Bikes
- Unit sold in terms of retail counter.