🚀 **Business Objective**

As part of this project, a dashboard embedded with advanced analytics will be provided for a US Candy Distributor’s sales and distribution network. The analysis done through Power BI will enable the company to improve sales, optimize inventory, and take better decisions enhancing overall efficiency.

📌 **Key Objectives:**

✅ Sales Performance Analysis – Track trends, analyze revenue, and top selling products.

✅ Distribution Optimization – Examine geographic distribution to find poorly serviced regions.

✅ Inventory & Demand Forecasting – Determine stock levels using historical data for future periods.

✅ Customer & Market Insights – Analyze demographics and buying behavior to inform marketing campaigns.

🛠️ **Project Requirements**

Data Sources:

- Sales transaction data (Product, Date, Region, Quantity, Revenue)

- Inventory and logistics data (Warehouse stock, shipping times)

- Customer insights (Purchase behavior and market trends)

- External datasets (Seasonal trends and competitor benchmarks)

Technical Requirements:

- Power BI dataset connectivity (Excel, SQL, APIs)

- Data transformation optimizations designed for performance