**Introduction**

The retail industry, characterized by dynamic consumer behavior and evolving market trends, relies heavily on accurate data insights for effective decision-making. In this era of digital transformation, businesses like Axon, specializing in classic car retail, face the challenge of harnessing their sales data to derive actionable insights. Axon's struggle with managing and analyzing their sales data reflects a common predicament among many retailers.

The implementation of a robust Business Intelligence (BI) solution stands as a beacon of hope for Axon, promising to streamline their data management processes and empower their sales team and management with valuable insights. By integrating Microsoft PowerBI and SQL, Axon aims to transform raw sales data into actionable intelligence, facilitating informed decision-making and enhancing operational efficiency.

This capstone project serves as a strategic initiative to design and implement a BI solution tailored to Axon's specific needs. Leveraging the MySQL sample database provided, the project delves into extracting, cleaning, analyzing, and visualizing sales data using PowerBI and SQL. Through this endeavor, Axon seeks to unlock the full potential of their sales data, paving the way for enhanced performance, competitive advantage, and sustainable growth in the retail landscape.

**Objectives**

1. **Data Integration**: Import and integrate sales data from the MySQL database into PowerBI, establishing a centralized repository for analysis.
2. **Data Cleansing**: Cleanse the data to ensure accuracy, consistency, and completeness, addressing issues such as duplicates and missing values.
3. **Visualization**: Design interactive dashboards and reports using PowerBI to visualize sales data effectively, enabling intuitive data exploration and analysis.
4. **Advanced Analytics**: Utilize SQL for advanced analytics to derive deeper insights from the sales data, facilitating strategic decision-making.
5. **Deployment and Adoption**: Test, deploy, and document the BI solution to ensure user-friendliness and adoption by the sales team and management.

**Project Framework**

The project follows a structured framework, encompassing data extraction, cleansing, analysis, visualization, and deployment phases. Leveraging the capabilities of PowerBI and SQL, the project aims to deliver a comprehensive BI solution tailored to Axon's unique requirements.

Through this project, Axon endeavors to unlock the untapped potential of their sales data, driving operational excellence, customer satisfaction, and sustained growth in the competitive retail landscape.