**Business Request**

In this project, your company has recognized a gap in understanding its customer demographics—specifically, the gender distribution within the customer base and how it might influence product purchases. With a significant amount of customer data stored in an on-premises SQL database, key stakeholders have requested a comprehensive KPI dashboard. This dashboard should provide insights into sales by gender and product category, showing total products sold, total sales revenue,profits and a clear gender split among customers. Additionally, they need the ability to filter this data by product category, country and gender, with a user-friendly interface for date-based queries.

**Our Solution Overview**

To address this request, we'll build a robust data pipeline that extracts the on-premises data, loads it into Azure, and performs the necessary transformations to make the data more query-friendly. The transformed data will then feed into a custom-built report that meets all the specified requirements. This pipeline will be scheduled to run automatically every day, ensuring that stakeholders always have access to up-to-date and accurate data.