**Business Problem Statement**

**Overview**:

Management seeks to gain comprehensive insights into the sales activities of the company from 2016 to 2018. This includes understanding trends and patterns that can inform strategic decisions. Detailed information on revenue generated per region, store, product category, and brand is essential. Additionally, identifying top customers and sales representatives will provide valuable insights into performance and opportunities for targeted improvements.

**Problem Description:**

1. Sales Activity and Trends:

- Management needs a detailed analysis of sales activity over the 2016-2018 period to identify trends, seasonal variations, and overall performance.

- Key metrics to be tracked include total sales volume, growth rates, and sales fluctuations across different time periods.

2. Revenue Analysis:

- A breakdown of revenue by region is necessary to understand geographical performance and identify high and low-performing areas.

- Store-level revenue data will help pinpoint specific locations that are excelling or underperforming.

- Analysis of revenue by product category and brand will reveal which products and brands are driving sales and which need attention.

3. Customer Insights:

- Identifying the top customers in terms of revenue will help in understanding customer behaviour and preferences.

- This information can be used to tailor marketing efforts and improve customer retention strategies.

4. Sales Representative Performance:

- Evaluating the performance of sales representatives by their contribution to total sales will provide insights into individual and team effectiveness.

- Recognizing top-performing sales reps can highlight best practices and areas for potential improvement in sales training and strategy.

**Objectives:**

- Provide a comprehensive sales activity report for 2016-2018, highlighting key trends and insights.

- Deliver a detailed revenue analysis by region, store, product category, and brand.

- Identify and profile top customers based on revenue contribution.

- Assess the performance of sales representatives to recognize top performers and identify areas for improvement.

**Expected Outcomes:**

- Enhanced understanding of sales trends and patterns over the specified period.

- Clear insights into the performance of different regions, stores, product categories, and brands.

- Improved customer profiling and targeted marketing strategies.

- Recognition of top-performing sales representatives and strategies to leverage their success across the sales team.