Power BI Assessment: Business Requirements for Company XYZ

Company XYZ is a multi-regional retail operation that sells a variety of products under different brands. The management team wants to monitor overall performance, profitability, customer behavior, and discount strategies. Your task is to build a solution that helps stakeholders make data-driven decisions across products, regions, channels, and time.

Business Requirements

- Provide a snapshot of key performance indicators, including total sales, total profit, quantity sold, and average discount, with the ability to view these metrics over time.

- Identify which product categories and brands are generating the highest and lowest profits. Also, analyze how discounts vary across these categories.

- Highlight the top-performing products based on sales and profit. Enable users to view product performance over time and filter by launch year.

- Analyze customer behavior across different regions and customer types, focusing on profit contribution and discount sensitivity in these segments.

- Evaluate how customer engagement varies based on their email subscription status and when they signed up. Include insights into transaction volumes and overall profitability by customer group.

- Compare performance across different sales channels, such as online, partner, and in-store, focusing on sales volume, profit, and discount usage.

- Assess how discounts impact profit margins, including whether higher discounts lead to higher quantities sold or reduced profitability.

- Track trends in sales and profitability over time, allowing users to explore monthly or quarterly performance.

- Ensure the dashboard is interactive and filterable, allowing users to drill down by product category, brand, region, channel, launch year, and signup year.