A major technology retail company aimed to have a solution providing **a daily view** of **product sales** and **related cost** in **all their Portuguese online stores**.

This would help the **decision-making process** and the **definition of strategies** for a more efficient market operation.

To this end, business data was provided **as baseline for the creation of a visual solution** using Power BI.

1. **a dashboard** where we can see **a daily view** of our **Sales Value, with and without tax.**
2. It is important to understand **the variation of Costs and the profit margin.** It Would be interesting to have **that information calculated and easy to understand.** Beside that it’s important to **have a geographic view of the sales value**.
3. For my daily job I need to compare the performance of each store. I would like to see **the sales by store and be capable of compare the total sales with the target for each store.** And would like to see **the sales by product compared to it target value.**
4. Since we have historical data, can you **show me the evaluation by year, month, week and so on?** will be very useful! But, **apart sales volume,** it is important to us **the costs and gross margin volume.** And don’t forget our **KPIS!** We need to **highlight them to facilitate data analysis/visualization.**
5. I **can’t find information about product sales target.** Should we consider any formula? If possible, we can use **the following logic: The monthly sales target of a product will be plus 25% of the total sales for that Product in same period, last year.** Well, I don’t know if you can, but we would love if you can give us **a sales prediction for the next months.** Any **other suggestions will be welcome.** Fill free to **suggest new or other approach and analysis.**
6. For me it’s very interesting to **measure how long it takes to delivery an order (Only for orders that were delivered).** Also, I need to know **how many orders are still in progress (Not Delivery)** And It’s **very important to know our customers and see their Sales.**
7. I almost forgot! We have some partners in the USA and they want to **see the information not only in euros but also in dollars.** If you find any problems in our data, please let us know.