**Problem Statement**

**Background:**

We have a few supermarkets located in various states in the USA. We selected our newly opened supermarkets, and we need to effectively and analyse our sales performance, we need a comprehensive Supermarket Sales Dashboard in Microsoft Excel.

**Objective:**

The objective of this project is to design and develop a dynamic and interactive Supermarket Sales Dashboard using Power BI. The dashboard will visualize critical KPIs related to our supermarket sales, helping us understand our sales performance over time and make data-driven decisions.

**Problem Statement 1: KPI’s Requirement**

The dashboard should provide insights into key performance indicators (KPIs) related to our sales data. This will enable us to make informed decisions, monitor our progress, and identify trends and opportunities for growth.

1. Total Sales
2. Total Profit
3. Net Profit
4. Total Transactions
5. Total Quantities sold.
6. Average Rating
7. Average Price per Unit
8. Average Tax Rate
9. Average Gross Profit Margin

**Problem Statement 2: Charts Requirement**

1. **Customer Type Share:** Show customer type share within the transactions using a pie chart and show the values.
2. **Profit per Product line**: Visualise the profit made and the profit percentage share among the product line. This will require you to make a table.
3. **Profit from Sales Channels**: We have four sales channels, and we need a line chart for each of the sales channels which will show the trend over a period of a year.
4. **Profit per Branch:** A column chart will be needed on this part where we Are able to see the differences in the profitability of each branch.
5. **Profit per State:** Showcase the YTD profit share based on different supermarket states using a map chart to visualize the sales distribution geographically.
6. **Transactions per Gender:** This requires two pie charts that will be able to show a portion of the genders towards the total transactions.
7. **Profit per Month:** Visualise the amount of profit made each month through the use on a simple bar chart.