**Sales Insights Data Analysis Project**

* Problem statement: A computer hardware manufacturer faces declining sales, leading the sales director to seek data-driven insights through a Power BI dashboard to make informed decisions and boost sales. The sales director faces challenges like data fragmentation across multiple sources, lack of real-time updates, and manual reporting processes leading to inaccuracies. Identifying trends is difficult, and limited visualization capabilities hinder quick insights. Additionally, inadequate KPIs and integration issues complicate alignment with business objectives, affecting overall sales performance.
* Purpose: To unlock sales insights that are not visible before for sales team for decision support and automate them to reduced manual time spent in data gathering.
* Stakeholders:
* Data and Analytics Team
* IT/Technical Teams
* Sales Directors
* Marketing Team
* Customers service Team
* End Result: An automated dashboard providing quick and latest sales insights in order to support data driven decision making.
* Success Criteria:
* Dashboards uncovering sales order insights with latest data available.
* Sales team able to take better decisions and prove 10% cost savings of total spend.
* Sales Analysts stop data gathering manually in order to save 20% of their business time and reinvest it value added activity.