**PROBLEM STATEMENT**

**KPI’s REQUIREMENT**

1. **Total Sales Analysis**

* Calculate the total sales for each respective month
* Determine the month-to-month increase or decrease in sales
* Calculate the difference in sales between the selected month and the previous month.

1. **Total Order Analysis**

* Calculate the total number of orders for each respective month
* Determine the month-to-month increase or decrease in the number of orders
* Calculate the difference in the number of orders between the selected month and the previous month.

1. **Total Quantity Sold Analysis**

* Calculate the total quantity sold for each respective month
* Determine the month-to-month increase or decrease in the total quantity sold
* Calculate the difference in the total quantity sold between the selected month and the previous month.

**CHARTS REQUIREMENT**

1. **Calendar Heat Map**

* Implement a calendar heat map that dynamically adjusts based on the selected month from a slicer.
* Each day on the calendar will be color-coded to represent sales volume, with the darker shades indicating higher sales.
* Implement tooltips to display detailed metrics (Sales, Order and Quantity) when hovering over a specific day.

1. **Sales Analysis by Weekdays and Weekends**

* Segment sales data into weekdays and weekends to analyze performance variations.
* Provide insights into whether sales patterns differ significantly between weekdays and weekends.

1. **Sales Analysis by Store Location**

* Visualize sales data by different store location
* Include month-over-month (MoM) difference metrics based on the selected month in the slicer.
* Highlight MoM sales increase and decrease for each store location to identify trends.

1. **Daily Sales Analysis with Average Line**

* Display daily sales for the selected month with a line chart.
* Incorporate an average line on the chart to represent the average daily sales.
* Highlight bars exceeding or falling below thew average sales to identify exceptional sales days.

1. **Sales Analysis by Product Category**

* Analyze sales performance across different product categories.
* Provide insights into which product categories contribute the most to overall sales.

1. **Top 10 products by Sales**

* Identify and display the top 10 products based on sales volume.
* Allow users to quickly visualize the best performing products in terms of sales.

1. **Sales Analysis by Days and Hours**

* Utilize a heat map to visualize sales patterns by days and hours.
* Implement tooltips to display detailed metrics (Sales, orders and Quantity) when hovering over a specific day-hour