### Market Sales Analysis for Client *ABC:* BI Dashboards

### Problem Statement

The client *ABC* is a US based large retailer of apparel and accessories. *ABC* management is planning to expand their business by opening more shops in different locations across the US. Details of the existing shops are available in the data source shared. Perform the necessary data analysis and summarize the insights to answer the questions listed below.

### Datasets

The data contains the sales of and other characteristics of 691 stores from 2015 to 2020. The sales column corresponds to average monthly sales at the store during this period.

Dataset**: DS Internship – Visualization.xlsx**

### Dashboard/Report Preparation:

1. Create a data exploration report using Tableau or Power BI. The report must include (you may include other views as you see fit):   
   1. Distributions of key variables like Sales, SGM.
   2. Plot to check for Trend and Seasonality in sales.
   3. Plots explaining feature interactions like Correlation Heatmap and Bivariate plots between sales and other key features.
   4. Identify the impact of other features on the sales.

**Present the results with the help if dashboard or report using Tableau or Power BI.**