**Sales Insights Documentation**

**Reason for Azure**

Azure Data Lake Storage is the preferred choice for this scenario due to the following reasons:

* Scalability
* Performance
* Cost-effectiveness
* Integration with Power BI

**Flow of the Procedure**

**Data Extraction**

**Data Transformation**

**Data Loading**

**Data Visualization**

**Solution:**

After doing the above steps, now it’s time to evaluate the insights based on the data. Check the insights by making charts like pie chart for each country contribution in orders, sales, product buying, etc... Also look for the trends when and how the products were bought by which country and which product bought for the particular time.

We can see the store code where and how the products were sold and how many people used credit card number by country and we can check the trends of product by month. We can ensure that expiry date by each year, then we can see the KPI of product count by each location on date.

Here below I gained some insights:

* Sum of price by location: Mumbai is maximum
* Count of expiry date: 2020 is maximum
* Maximum ordered location: Houston
* Maximum Ordered product: Laptop
* Maximum CreditCardNumber usage: USA
* Maximum Products Ordered month: January
* Maximum Store code count by location: Houston
* The Shopping decreased from 2020 to 2023.
* Maximum Ordered Country: USA

Below are some Screenshots of Insights:











