**Adventure Works Dataset Brief**

**Project Brief: Data Analysis of Adventure Works Dataset using POWER BI**

**Project Overview:**

Welcome! In this project, you'll be diving into real-world data analysis using Microsoft Power BI. The dataset at hand contains a wealth of information about sales transactions across various product categories, customer demographics, and locations. Your task is to uncover insights hidden within this data to help a hypothetical company make informed decisions and drive growth.

**Data Set:**

The Adventure Works Contains about 6 different table, all with a common key that will help in creating relationships and to help carry out an effective analysis.

**Bonus Business Questions**

How can we optimize sales performance and customer satisfaction for our e-commerce business?

**TIPS:** Create questions to help you answer this business question.

But if you want to Create a business question yourself, here is a tip on how to go about it.

**Project Objectives:**

Now, it's time for you to define the problem statement and project objectives. Here are some guidelines to help you get started:

**1. Problem Statement:**

   Think about the challenges or questions the hypothetical company might be facing based on the provided dataset. What issues could they potentially address, or opportunities could they seize through data analysis?

**2. Project Objectives:**

   Considering the data set and the hypothetical company's needs, outline the specific goals you aim to achieve through your analysis. What insights do you hope to uncover, and how will these insights benefit the company?

Remember, your problem statement should clearly articulate the problem or opportunity you're addressing, while your objectives should outline the actionable goals you aim to achieve through data analysis.

**Data Analysis Tools:**

You'll be using Microsoft Power BI for this project, as it offers a wide range of functions, Power Query, charts, and Dax to explore, Analyze, clean, and visualize the data effectively.

**Project Deliverables:**

Once your analysis is complete, you'll need to provide the following deliverables:

1. A cleaned and preprocessed dataset.

2. A power BI workbook containing various sheets with data analysis and visualizations.

3. A summary of key findings and insights from the data analysis.

4. Visualizations, including charts and graphs, to present the results clearly.

5. PowerPoint slides summarizing your findings for presentation purposes.

**Timeline:**

You have one week to complete the project. Use your time wisely, and don't hesitate to ask for assistance if needed. Good luck and have fun exploring the world of data analysis!