

## Problem Statement

Analyze Acme Co.'s sales data to identify key revenue and profit drivers across products, channels, and regions; uncover seasonal trends and outliers; and align performance against budgets. Use these insights to optimize pricing, promotions, and market expansion for sustainable growth and reduced concentration risk.

## Objective

Deliver actionable insights from Acme Co.'s sales data to:

- Identify top-performing products, channels, and regions driving revenue and profit
- Uncover seasonal trends and anomalies for optimized planning
- Spot pricing and margin risks from outlier transactions
- Inform pricing, promotion, and market-expansion strategies

These findings will guide the design of a Power BI dashboard to support strategic decision-making and sustainable growth.