

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.