

The objectives of the task are:

1. To identify revenue trends and break that down by:
- product
 - store
 - time (date and time)

2. Carry out analytics via SQL, save those Views and connect to that table/database via PowerBI for visualisation and further analytics.

3. I will clean and load raw transaction data into SQL.
I will create a profit column (qty × unit price).
I will use date functions to break sales into months and weeks.
I will apply CASE statements to group time into buckets.
I will build a view to make the data easy to connect to Power BI.

4. I will create measures for revenue, profit, and products sold.
I will design **cards** for KPIs (Total Sales, Avg Weekly Profit, etc.).
I will build **matrix and charts** to compare products, categories, and stores.
I will show trends with **month-over-month profit** and **weekday vs weekend sales**.
I will use **time buckets** (Early morning → Night) to study profit across the day.

