**Tasks:**

1. **Data Import and Preparation**:
   * Import the provided complex\_sales\_data.xlsx into Power BI.
   * Clean and transform the data as needed (e.g., ensure date formats are correct, handle any missing values).
2. **Data Visualization**:
   * **Overall Sales**:
     + Create a line chart to show the total sales amount over the year.
     + Use a bar chart to compare the total sales amount of each product.
   * **Monthly Sales Trends**:
     + Create a line chart to show the monthly sales trends for each product.
     + Use a stacked column chart to display the monthly sales breakdown by product.
   * **Regional Sales Analysis**:
     + Create a map visualization to show sales distribution across different regions.
     + Use a bar chart to compare sales amounts by region and sales channel.
   * **Customer Segment Analysis**:
     + Create a pie chart to show the sales distribution by customer segment.
     + Use a bar chart to compare sales amounts by customer segment and product.
3. **DAX Calculations**:
   * Calculate the total sales amount for each product.
   * Calculate the average daily sales amount for each product.
   * Calculate the monthly sales growth rate for each product.
   * Calculate the sales contribution percentage of each region and customer segment.
4. **Interactive Report**:
   * Add slicers to filter the data by product, region, sales channel, and customer segment.
   * Create a summary page with key metrics such as total sales, average daily sales, top-selling products, and top-performing regions.
   * Add tooltips to provide additional information on hover for each visualization.
5. **Advanced Analysis**:
   * **Sales Forecasting**:
     + Use time series analysis to forecast future sales trends for each product.
     + Create a line chart to visualize the forecasted sales trends.
   * **Correlation Analysis**:
     + Analyze the correlation between sales amounts and other variables (e.g., region, sales channel, customer segment).
     + Provide insights and recommendations based on the analysis.
6. **Insights and Recommendations**:
   * Analyze the visualizations and identify key insights (e.g., which product has the highest sales, regional sales trends, customer segment preferences).
   * Provide recommendations based on the analysis (e.g., focus on high-demand products, optimize sales strategies for different regions and customer segments).

**Deliverables:**

* A Power BI report file (.pbix) with all the visualizations and calculations.
* A brief summary document highlighting the key insights and recommendations.