**Comprehensive Sales Dashboard**

**Objective:** Create an interactive and insightful Power BI dashboard to analyze and visualize sales data, providing key insights for decision-makers.

**Project Steps:**

1. **Data Collection:**
   * **Sales Data:** Transactional data including sales dates, product details, revenue, customer information, etc.
   * **External Data:** Economic indicators, competitor pricing, and market trends.
2. **Data Integration:**
   * Combine data from various sources into a single dataset using Power Query in Power BI.
   * Perform data cleaning and transformation (e.g., handling missing values, normalizing data formats).
3. **Data Modeling:**
   * Create relationships between different data tables in the Power BI data model.
   * Design a star schema with fact and dimension tables for efficient querying and analysis.
4. **Key Metrics and KPIs:**
   * **Sales Metrics:** Total sales, average order value, sales growth rate, sales by product category, sales by region.
5. **Dashboard Design:**
   * **Sales Overview:** Interactive charts and graphs showing sales performance over time, by product category, and by region.
   * **Product Performance**
   * **Store Performance**
6. **Storytelling and Insights:**
   * Annotate key findings and insights directly on the dashboard.
   * Use storytelling techniques to guide users through the data, highlighting significant trends and actionable insights.
7. **Sharing and Collaboration:**
   * Publish the dashboard to the Power BI service.
   * Set up data refresh schedules to ensure the dashboard displays up-to-date information.
   * Share the dashboard with stakeholders and collaborate using Power BI’s sharing features.