## The brief

Hardik, your company's Head of Finance, has requested some metrics on the performance of The Everything Company's product lines. Hardik wants to identify a few areas that can improve — she has some concerns that there are areas where the company may be losing money. She wants a report by Monday morning with recommendations. She sends you a dataset with product line information.

## Data story definition

Now that Hardik has given you this request, you can get started. You need to first start by defining the objectives and KPIs for the analysis. These will serve as the foundation for the analysis. After speaking with Hardik, you came up with the following:

### Data story objectives

| Objective | Users | Actions | Usage Frequency |
|---|---|---|---|
| Describe the goals this Dashboard/Story will be used to address | Describe what types of users will be accessing the Dashboard/Story | Describe the actions that users will take after looking at this Dashboard/Story | Describe how often users will be accessing this Dashboard/Story |
| Review current product lines and identify areas for improvement | Head of Finance | * Identify areas that can improve revenue  * Identify low-performing products and regions | Monthly |

### Key performance indicators (KPIs)

| Name | Objective | Definition | Visual | Data Source |
|---|---|---|---|---|
| Define the KPI name | Define the objective of this KPI | Define how this KPI will be calculated | Define the preferred visualization methods for this KPI (Trend, Composition, etc) | Define what data source this KPI will be coming from |
| Profit | Profit is the financial driver of the business | Profit | Trend, Composition, KPI | Order Details.csv |
| Quantity | Quantity tells you how much volume is going through each area of the business | Units | KPI | Order Details.csv |
| Order Volume | Order volume indicates the shipment volume in the warehouse | Distinct Count of Order Id | KPI | List of Orders.csv |