**PROBLEM STATEMENT:**

A US based ecommerce sales company wants us to create a sales dashboard showing information of Year to Date (YTD) sales and generate insights for below scenarios:

* Create a KPI banner showing YTD sales, YTD profit, YTD quantity sold, YTD profit margin;
* Find year on year growth for each KPI and show a YTD sparkline for each measure in the KPI to understand the monthly trend for each fact;
* Find YTD sales PYTD sales, Year on Year (YoY) sales growth for different customer category. Add a trend icon for each category;
* Find the YTD sales performance by each state;
* Top and bottom 5 products by sales;
* YTD sales by region to know best and worst performing region all over country;
* YTD sales by shipping type t get the best shipping type percentage;