**New Trends LLC**

**Company Overview**

**New Trends LLC** is a firm operating in Germany that sells its products in 3 categories: Men’s Fashion, Women’s Fashion, and Children’s Fashion. The company has its customers based in 5 countries namely Germany, India, France, USA, and Australia. The dataset pertains to a period from FY 2018 till FY 2021.

**Reporting Requirements:**

The company wants to combine its methods with the power of BI Analysis and Cloud technology. Looking at the current market trends and market leaders, the management wants to try out Power BI as a tool. The management of the company has the following reporting and KPI requirements.

The management wants you to cover all the possible Business Verticals in the Report and include as many different types of meaningful visuals and functionalities as possible. The management also wants you to come up with the KPIs yourself. These KPIs should provide the management with maximum information and insights about their data.