

Project Brief: Q1 Sales Performance Report (Ad-Hoc Analysis)

This document outlines the key expectations for an ad-hoc executive report focusing on Q1 Sales Performance across all locations and countries for Pinnacle Electronics.

Senior management at Pinnacle Electronics wants a comprehensive snapshot of Q1 (January – March 2021) sales performance across all regions. They want to exclude online sales for this assessment as they would like to focus on physical stores at this time. They need to see:

- Top 10 stores by revenue across all locations/countries
- Best-selling products (by sales volume and revenue) within the top 10 stores
- Overall Q1 revenue trends with a focus on global performance

This report will help executives assess early-year performance and adjust strategies before Q2.

Deliverable(s):

- Power BI Dashboard
- Brief report with key observations, analysis and recommended action-steps

Timeline:

The management team expects a turnaround of 1-3 days.