

**Subject:** Congratulations and Welcome to the Team!

Hi Lance Freeman,

Congratulations on winning the contract! We are excited to have you on board and look forward to working with you.

Your expertise will be invaluable to our team, and we believe that your contribution will make a great impact on our project.

Please find the below Task Description for the details of your project

**Task Description:**

We need you to create an end-to-end solution using Power BI for our CFO and Sales Manager. The goal is to provide a clear and insightful dashboard that captures the following key KPIs and metrics:

**Key KPIs & Metrics:**

1. **Revenue** - Total revenue generated.
2. **Units Sold** - Total number of units sold.
3. **Average Selling Price** - Average price per unit sold.
4. **Profit** - Total profit generated.
5. **Profit Margin %** - Percentage of profit over revenue.

**Specific Requirements:**

1. **Revenue Trend by Year:** A clear trend showing how revenue has performed over the years.
2. **Slicing & Dicing for Category & Business Units:** Allow users to filter and drill down into data by product category and business units.
3. **Geographical Analysis (Maps):** Visualize units sold by country using a map.
4. **Detailed Table by Country:** A dedicated table that provides the following details by country Revenue, Units Sold, Profit, Profit Margin%

The report should be user-friendly, allowing the CFO and Sales Manager to easily interpret and interact with the data. We are looking for insights into overall business performance, trends, and areas for potential growth.

Please let me know if you have any questions or need further clarification.

Best regards,

**Carlito F. Ocampo**

*CFO, DSA - Adventure Works Bike Shop*