**Background Story**

Imagining himself sipping wine and enjoying the cool breeze of a private beachfront in Coron, B-Grocers CEO Esteban instead finds himself swimming in a sea of spreadsheets, broiled in a hot office under the Manila sun. Taking steps to turn an imaginary vacation into reality, he is looking to utilize Power B.I. to free up time and assist in making data-driven decisions.

As a data analyst under B-Grocers, you were tasked to create a dashboard with these objectives:

* Create a page for a user to visualize how the company is performing by comparing sales to their targets. Set the filterable *Dates* for 2024 only (use slicers).
  + ***Sales* vs *Sales Channel* Sales Targets**
  + ***Sales* vs *Product Category* Sales Targets**
  + ***Quantity Sold* vs *Sales Channel* Volume Targets**
  + ***Quantity Sold* vs *Product Category* Volume Targets**
* Create a page that allows the user to see the **best and worst performing products**. Filterable between *Dates*, and though *Sales Channels*, and *Order Statuses*. (use slicers)

No need to limit yourself to these tasks, feel free to explore the dataset and form insights that you think could be of value. You are also free to be creative with the visualizations.

**Instructions:**

Send a .pbix file as *firstname\_lastname.pbix* and other supporting files if available.

Rubric:

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| Criteria | Scoring | Description |
| Data Transformation | 1-10 | **1-3:** Less than 3 requirements objectives completed.  **4-7:** 3 or more of the objectives completed, most of the filtering works and is user friendly.  **8-10:** All the objectives completed, all the filtering works, is user friendly. |
| Visualization | 1-10 | **1-4:** Cluttered visuals, difficult to understand.  **5-7:** Somewhat clear but not very intuitive.  **8-10:** Excellent visuals, very informative and intuitive. |
| Analysis | 1-10 | **1-4:** Minimal analysis, simply describes the data.  **5-7:** Good analysis, meaningful insights and recommendations are supported by data.  **8-10:** Excellent analysis, analysis goes beyond the requirements, strongly supported by the data. |