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**Synopsis: Building a Website for Retail Management with Power BI Dashboard**

**Introduction:** This project is about creating a website that helps retail businesses manage their operations better. It will include a powerful dashboard powered by Power BI to provide useful insights and improve how these businesses run.

**Objectives:**

1. **Complete Retail Management Features:**
   * **Inventory Management:** Keep track of stock levels, manage inventory, and ensure items are always available.
   * **Sales Analytics:** Analyze sales data to understand trends and predict future sales.
   * **Customer Management:** Collect and use customer information to improve marketing and keep customers coming back.
2. **Power BI Dashboard Integration:**
   * **Visualizing Data:** Use Power BI to create a dashboard that shows important metrics like sales trends, inventory status, profits, and customer details.
   * **Easy to Use:** Make it simple for users to explore data and find insights by clicking and filtering on the dashboard.
   * **Updates in Real-Time:** Ensure that the dashboard always shows the latest data to help businesses make decisions quickly.
3. **User-Friendly Interface:**
   * **Works on Any Device:** Design the website to look good and work well on computers, tablets, and phones.
   * **Easy to Navigate:** Make it easy for users to find what they need and use the dashboard effectively.
   * **Personalized for Users:** Customize the dashboard to show different information based on whether someone is a manager, analyst, or another role.
4. **Security and Rules:**
   * **Protecting Information:** Keep sensitive business data safe with strong security measures like encryption and secure login.
   * **Following Rules:** Make sure the website follows laws about privacy and data protection to protect both businesses and customers.
5. **Growing and Performing Well:**
   * **Handles More Users:** Build the website so it can handle more people using it as the business grows.
   * **Fast and Reliable:** Make sure the website runs fast and doesn’t have problems so users can always rely on it.

**Technology Used:**

* **Frontend:** HTML, CSS, and JavaScript (React or Angular) for how the website looks and works.
* **Backend:** Node.js or Python (Django) for the behind-the-scenes parts of the website.
* **Database:** MySQL or PostgreSQL to store and organize data.
* **Power BI Integration:** Use Power BI tools to embed reports and dashboards directly into the website.

**Development Steps:**

* **Planning and Design:** Figure out what the website needs to do and how it will look.
* **Building and Connecting:** Write the code that makes the website and dashboard work together.
* **Testing and Launching:** Test everything to make sure it works correctly, and then make the website live for people to use.

**Conclusion:** This website will help retail businesses make better decisions and run more smoothly. By combining tools for managing stores, analyzing data with Power BI, and making everything easy to use, the website will make it easier for businesses to succeed in a competitive market.