**Background**: Our company owns multiple supermarkets across the country. To effectively track and analyse our sales performance, we need a comprehensive Sales Dashboard in Power BI for our 3 different branches for 3 months data.

**Objective**: The objective of this project is to design and develop a dynamic and interactive Sales Dashboard using Power BI. The dashboard will visualize critical KPIs related to our sales, helping us understand our sales performance over time and make data-driven decisions.

**Data Link**: <https://www.kaggle.com/datasets/aungpyaeap/supermarket-sales/data>

**Problem Statement 1: KPI’s Requirement**

The dashboard should provide real-time insights into key performance indicators (KPIs) related to our sales data. This will enable us to make informed decisions, monitor our progress, and identify trends and opportunities for growth.

1. **Sales** **Overview**:
   * Month-to-Date (MTD) Total Sales
   * Month-over-Month (MOM) Growth in Total Sales
   * Difference between MTD Sales and Previous Month Sales
2. **Products Sold Metrics:**
   * MTD products Sold
   * Month-over-Month (MOM) Growth in Products Sold
   * Difference between MTD Products Sold and Previous Month Products Sold
3. **Gross Income:**
   * MTD Gross Income
   * Difference between MTD Gross Income and Previous Month Gross Income
   * Month-over-Month (MOM) Growth in Gross Income
4. **Average Satisfaction Level:**
   * MTD average satisfaction level
   * Icon reflect the score

**Problem Statement 2: Charts Requirement**

1. **MTD Sales Weekly Trend by Branch:** Display a line and clustered column chart illustrating the weekly trend of MTD sales by branch. The X-axis should represent weeks, and the Y-axis should show the sales amount.
2. **MTD Total Sales by Payment type:** Visualize the distribution of MTD total sales across different payment type through a pie chart.
3. **MTD Total Sales by Customer type:** Visualize the distribution of MTD total sales made by member and normal customers through a donut chart.
4. **MTD Products Sold by Products Line:** Illustrate the products sold at each branch by production line through treemap.
5. **MTD Total Sales by Time of Day:** Create a horizontal bar chart to illustrate the MTD Total Sales through each time of day:
   * “Morning”: 6AM – 10AM
   * “Noon”: 10AM – 12PM
   * “Afternoon”: 12PM – 3PM
   * “Evening”: 3PM – 6PM
   * “Night”: 6PM – 10PM