**Business Analytics Assignment**

Power BI dashboard for given sales data set

Write a description/insights on the performance of KPIs, used in this dash board

**KPI: - key performance indicator**

It’s a measurable value that shows how effectively you're meeting your goals. Think of KPIs as your company's scorecard, a way of measuring whether or not you're delivering on your objectives.

**1. Total Sales**

Measure: Total Sales

Description: Total revenue generated by the retail store, indicating the financial health and success of the business.

**2. Total Customer**:

Measure: Total Customer

Description: Count of unique customers making purchases, showing the store's customer base and potential for customer retention strategies

**3. Sales by Category:**

Measure: Sales by Category

Description: Sum of sales revenue for each product category, revealing top-performing product segments.

**4. Sales Growth:**

Measure: Sales Growth

Description: Percentage change in sales compared to the same period last year, indicating the store's year-over-year performance.

**5. Average Discount Percentage:**

Measure: Average Discount Percentage

Description: Average percentage of discounts applied to sales transactions, helping evaluate pricing strategies.

**6. Customer Lifetime Value (CLV):**

Measure: CLV (Customer Lifetime Value)

Description: Average revenue generated by each customer over their entire relationship with the store, guiding customer relationship management.

These KPIs collectively provide a comprehensive view of the retail store's performance, covering aspects like revenue, profitability, customer behavior, and long-term customer relationships