

Dear Jane,

Thank you for providing the sales data and outlining your requirements. I have completed the Power BI report as requested and would like to summarize the deliverables and visualizations included:

1. Sales by Country (Actual vs Expected)

- A table visual displaying actual and expected sales for each country.
- **Advantages:** clear comparison by country, easy to identify over or under-performance.
- **Limitations:** may become crowded if too many countries are displayed; best used with sorting or filtering.
- **Note:** for some countries either actual or expected sales data is missing this may indicate a data source issue that requires further review.

2. Running Total Chart for Actual Sales

- A cumulative sales chart over time, broken down by country, with different colors per country.
- **Advantages:** clearly shows trends and cumulative performance.
- **Limitations:** less effective if too many countries are displayed simultaneously; interactive filtering is recommended. The chart reflects actual data only and does not show whether monthly targets have been reached.

3. Sales Difference % (Actual vs Expected)

- A calculated measure showing the percentage difference between actual and expected sales. Displayed at the country level
- **Advantages:** provides a clear percentage view of performance against target.
- **Limitations:** for countries with missing actual or expected sales data, the metric cannot be calculated and is displayed as blank.

4. Period Slicer

- A slicer for filtering data by month and year, covering all periods in both actual and expected datasets.
- **Advantages:** enables flexible time-based analysis.
- **Limitations:** only one value can be selected at a time.

The Power BI report file is attached for your review. Please let me know if you would like any adjustments or additional analysis.