

# User Requirements Doc: Product-Financial-Insights

## Objective

This project provides a comprehensive sales performance analysis using Power BI. The interactive dashboard helps business stakeholders understand total sales, profit, discount impact, and sales distribution by country, product, and time period.

## Key Features

- Sales, Profit, and Performance Analysis
- Dynamic Power BI Dashboard
- Custom DAX Measures for Advanced Analytics
- Interactive Visualizations

## Project Execution Steps

- Data Understanding & Cleaning: Clean and prepare the sales dataset.
- Load Data into Power BI: Import the cleaned dataset into Power BI.
- Create Power BI Dashboard: Develop a dashboard with KPIs, DAX measures, and interactive visualizations.

## Project Goals

- Analyze sales data to uncover key business insights
- Develop a Power BI dashboard with interactive visualization
- Optimize reporting using DAX Measures for KPI's
- Provide documentation for easy replication and understanding on Github

## Target audience

- Primary – Sharon (Manager)

## Data needed

The dataset to produce the information we need should include the following fields

- Country
- Product
- Units Sold
- Manufacturing Price
- Sale Price
- Gross Sales
- Discounts
- COGS
- Profit
- Date
- Month Name
- Year

## Data quality checks

We need to add measures in place to confirm the dataset contains the data required without any issues – here are some of the data quality checks we need to conduct:

- Row count check
- Column count check
- Data type check
- Duplicate check

## Additional requirements

- Document the solution and include the data sources, transformation processes and walk through on analysis conclusions
- Make source code and docs available on GitHub
- Ensure the solution is reproducible and maintainable so that it can support future updates