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 interative 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