**PROBLEM STATEMENT**

**KPI’S REQUIREMENTS**

**1.Total Sales Analysis:**

* **Calculate the total sales for each respective month.**
* **Determine the month-on-month increase or decrease in sales.**
* **Calculate the difference in sales between the selected month and previous month.**

**2.Total Orders Analysis:**

* **Calculate the total number of orders for each respective month.**
* **Determine the month-on-month increase or decrease in the number of orders.**
* **Calculate the difference in the number of orders between the selected month and the previous month.**

**3.Total Quantity Sold Analysis:**

* **Calculate the total quantity sold for each respective month.**
* **Determine the month-on-month increase or decrease in the total quantity sold.**
* **Calculate the difference in the total quantity sold between the selected month and the previous month.**

**CHART’S REQUIREMENTS**

**1 Calendar Heat Map:**

* **Implement a calendar heat map that dynamically adjusts based on the selected month for a slicer.**
* **Each day on the calendar will be color-coded to represent sales volume, with darker shades indicating higher sales.**
* **Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day.**

**2 Sales Analysis by Weekdays and Weekends:**

* **Segment sales data into weekdays and weekends to analyze performance variations.**
* **Provide insights into whether sales patterns differ significantly between weekdays and weekends.**

**3 Sales Analysis by Store Location:**

* **Visualize sales data by different store locations.**
* **Include month-over-month (MoM) difference metrics based on the selected month in the slicer.**
* **Highlight MoM sales increase or decrease for each store location to identify trends.**

**4 Daily Sales Analysis with Average Line:**

* **Display daily sales for selected month with a line chat.**
* **Incorporate an average line on the chat to represent the average daily sales.**
* **Highlight bars exceeding or falling below the average sales to identify exceptional sales days.**

**5 Sales Analysis by Product Category:**

* **Analyze sales performance across different product categories.**
* **Provide insights into which product categories contribute the most to overall sales.**

**6 Top 10 Products by Sales:**

* **Identify and display the top 10 products based on sales volume.**
* **Allow users to quickly visualize the best-performing products in terms of sales.**

**7 Sales Analysis by Days and Hours:**

* **Utilize a heat map to visualize sales patterns by days and hours.**
* **Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day-hour.**