

PROBLEM STATEMENT (For Coffee House Sales):

KPI'S REQUIREMENTS

1. Total Sales Analysis:
 - a. Calculate the total sales for each respective month.
 - b. Determine the month-on-month increase or decrease in sales.
 - c. Calculate the difference in sales between the selected month and the previous month.
2. Total Orders Analysis:
 - a. Calculate the total number of orders for each respective month.
 - b. Determine the month-on-month increase or decrease in the number of orders.
 - c. Calculate the difference in the number of orders between the selected month and the previous month.
3. Total Quantity Sold Analysis:
 - a. Calculate the total quantity sold for each respective month.
 - b. Determine the month-on-month increase or decrease in the total quantity sold.
 - c. Calculate the difference in the total quantity sold between the selected month and the previous month.

CHARTS REQUIREMENTS

1. Calendar Heat Map:
 - a. Implement a calendar heat map that dynamically adjusts based on the selected month from a slicer.
 - b. Each day on the calendar will be color-coded to represent sales volume, with darker shades indicating higher sales.
 - c. Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day.
2. Sales Analysis by Weekdays and Weekends:
 - a. Segment sales data into weekdays and weekends to analyze performance variations.
 - b. Provide insights into whether sales patterns differ significantly between weekdays and weekends.
3. Sales Analysis by Store Location:
 - a. Visualize sales data by different store locations.
 - b. Include month-over-month (MoM) difference metrics based on the selected month in the slicer.
 - c. Highlight MoM sales increase or decrease for each store location to identify trends.
4. Daily Sales Analysis with Average Line:
 - a. Display daily sales for the selected month with a line chart.
 - b. Incorporate an average line on the chart to represent the average daily sales.
 - c. Highlight bars exceeding or falling below the average sales to identify exceptional sales days.
5. Sales Analysis by Product Category:
 - a. Analyze sales performance across different product categories.
 - b. Provide insights into which product categories contribute the most to overall sales.
6. Top 10 Products by Sales:
 - a. Identify and display the top 10 products based on sales volume.
 - b. Allow users to quickly visualize the best-performing products in terms of sales.
7. Sales Analysis by Days and Hours:
 - a. Utilize a heat map to visualize sales patterns by days and hours.
 - b. Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day-hour.