**Problem Statement**Company manager wants to get updates on sales from the regional managers on how the sales are doing. In the process, the manager is frustrated as he notices that the market is growing dynamically but the company’s overall sales are going down. The regional managers are not showing the actual picture in verbal conversations and instead are resorting to sharing huge excel sheets with unorganised data. In order to overcome this, he manager decides to

* Combine multiple excel data and create an simple, understandable sales insights dashboard
* A dashboard that could make it easy to crack revenue numbers, profits and see them by years, regions, top customers etc.
* Goal would be to identify key weak areas so that the company can run additional promotional offers and drive in more marketing in order to increase the revenue
* Set monthly email reminders so that the dashboard server sends the manager weekly, monthly updates on the sales so that the manager can take key decisions easily

The same will be done by identifying key Indicators and defining strategies with the help of AIMS grid, discovering data and refining it by data cleaning and data merging followed by generating dashboards.

**Project Planning and AIMS Grid**  
Planning will be done on the basis of AIMS and would have 4 main components

* Purpose: unlock sales insights that are not visible before for sales team for decision support & automate them to reduced manual time spent in data gathering
* Stakeholders: Sales Director, Marketing Team, Customer Service Team, Data Analytics Team- Assuming the company that them. If not it will
* End Result: dashboard providing sales insight that can help in quick data driven decision making
* Success Criteria: save 20% of business time, 10% cost saving in analytics for sales team

**Basic Analysis on Sql**

* Connecting the data to msql server
* Doing basic analysis in terms of no od different customers, currencies, sales amount
* Checking for different cities and stats wrt to each city
* There are several duplicate rows

**Power BI**

* Downloading and installing sql connectors
* Exploring Data all the columns etc
* Filtering rows in market table and removing blank rows
* Filtering rows in transactions to remove 0 and negative values for sales amount (could have used median values for each product code)
* Creating a new column with the help of conditional column to normalize all currency