

Essies Ltd is launching a new product and in the initial stage they are targeting some segmented customer and region. **David** the sales head has just got the new details from the frontline retailers. He has appointed Benson to infer some important insights.

Benson starts the execution after he understands the business with the following:-

- The data requires some reference table to be created which can be used for using the date and products.
- It is important that the product Category table is kept separate in the model.
- Benson decides to keep the Product Sub category table to be kept as separate table.
- Retails sales needs to have priority in terms of High, Mid & Low.
- David needs to have Interactive slicer in terms of Country Flag in the report
- Essies Dashboard needs to highlight the following:-
 - Units Sold by Category
 - Total Unit sold
 - Retail Unit Sold
 - Sales Unit Sold

- Among all the new Retailer top 10 should be highlighted
- Top performing products in sales
- Top performing in subcategories.

Marketing head John has also carried a big campaign to penetrate the inclusive and he is also keen to know the following details:-

- Unit sold in Promotion events in terms of reseller, no discount and Customers
- Unit sold in terms Components, Accessories, clothing, Bikes
- Unit sold in terms of retail counter.