I have performed a data analysis on the datasets from Adventureworks sample database. Initially, SQL Server Management Studio was loaded with the backup files from the data warehouse. The requisite SQL queries are then run in order to obtain the data needed for the analysis.

The business demand was to create a dashboard which will show the internet sales insights in a detailed way. The sales manager asked for a summary of internet sales broken down by category, country, customer, and product. Together with KPIs that display a visual comparison of Sales against Budget.

**Briefly the business requirement**

1. An overview of sales over time , location and KPIs that will provide an idea of sales with respect to Budget.

2. A detailed interpretation of the customers contribution in the total sales.

3. A detailed depiction of the products contribution to the total sales.

**In brief the ETL process**

1. The backup database from data warehouse was loaded in SQL Studio.

2. SQL queries have been executed to obtain the necessary datasets from the database.

3. Lastly the datasets are exported from database server to local device.

**Dashboard Layout**

According to the business demand, I have designed the dashboard which contains three pages naming Sales Overview, Customer Details and Product Details.

For each demand made by the management team, one page will offer detailed visual insights.

The first page will be the Sales overview page, which includes the year and month filter options and displays the total sales over time and by country. Also, there are presentations of KPIs, gender, and sales by category.

Secondly, the customer details page displays sales by top customers, sales percentages by occupation, and yearly income with all essential filters.

Lastly, On the product details page, the total sales by the top products, their subcategories, the percentage of sales by product color and size, as well as the appropriate filter option, are all displayed.

**Findings from the Analysis**

1. The total sales we find a linear increase throughout the months in 2022 , However the overall sales had an abrupt falling of in 2021 months of March to May(Due to a surge in corona virus infection and lockdown state).

2. Sales against budgets were found a positive view and had the highest in 2022.

3. Mostly the components and Bikes are in the highest demand by Category.

4. The majority of the sales came from consumers whose yearly income was between $60,000 and $80,000 as well as about $40,000.

5. The customers with professional occupations provided the most contribution to the sales.

6. Australia and the United States account for more than 60% of overall sales.

7. The subcategories of road bikes and mountain bikes account for around 78% of overall sales, and their percentage of sales is roughly equal.

8. Silver and black bikes are more in demand, while the most popular component colors are black and yellow.