📊 Business Scenario

Company: Vyom Retail Mart (VRM)

Industry: Multi-category retail (online + physical stores)

Goal: Leadership wants a Sales Performance Dashboard to monitor revenue trends, identify top products/regions, and improve profit margins.

🏢 Business Requirements

The dashboard should help answer these key questions:

1. Sales Overview
2. Total Sales, Total Quantity, Average Discount, and Average Order Value (KPIs).
3. Monthly/quarterly revenue trends over the past year.
4. State wise sales Performance
5. Highlight best- and worst-performing regions.
6. Category & Subcategory Insights
7. Sales and quantity by Product Category and SubCategory.
8. Top 10 products by revenue.
9. Channel Analysis (Online vs Store Sales)
10. Online vs. Store sales performance.