# **Below are the insights, KPIs, demands to be performed in order to meet client’s requirement:**

1. Develop KPIs for revenue, orders, sales amount, and total products.
2. Implement filters for year, category, brand, and subcategory.
3. Identify top-selling brands and their revenue in millions.
4. Analyse owned brands and their total product count.
5. Create a chart for daily sales distribution by category.
6. Track total sales and discounts by month.
7. Visualize total sales with year-on-year comparison by category using a ribbon chart.
8. Determine total sales by category for each state.
9. Identify the best-selling product within each category.
10. Create a matrix detailing brand-wise total orders, discounts, average sales amount, and total sales.