Power BI Project Details

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| S.N Techno World | | |
| **Index** | **Heading** | **Description** |
| 1 | Domain | Sales & Retail |
| 2 | Overview | “S.N Techno World” is a unit of S.N group of company. It deals with categories like Bike, Accessories and parts, Clothing etc.  SN Techno World company has provided a dataset that includes various tables such as Calendar, Customers, Product Categories, Product Sub-Categories, Products, Returns, Territories, and Sales from 2022-2024. The purpose of analyzing this dataset is to gain insights and improve business operations  Based on the provided dataset Management of S.N Techno World want to create a Sales Analysis Report with Dashboard. This report analysis insights can help to improve business operations and identify improvement areas. |
| 3 | Objectives |  |
|  |  | * Analyze sales data for S.N Techno World company across different regions, countries, and product categories. * Identify trends and patterns in sales data that can help improve business performance * Understand customer behavior and preferences based on their buying patterns. * Identify high-performing product categories and sub-categories. * Monitor sales, profit, Quantity and identify areas for improvement. * Create reports and visualizations that can help management for decision making about sales and marketing strategies and help to improve business operations |
| 4 | Project Summary | Explore S.N Techno World sales dataset from 2022 to 2024 and provide valuable insights which help to identify areas to improvement and also improve decision-making by analyzing trends and patterns in orders, customers, products and profits. |