Objective Questions

1. What is the total number of attributes in the customer table?

The Customer Table includes 3 following attributes:

* **CustomerID:** A unique identifier for each customer.
* **Customer Age:** The age of the customer.
* **Customer Gender:** The gender of the customer (M for male, F for female).

1. How will you get the “Customer’s” ages in the “Order” tables according to customer IDs?

* In the Data View Clicked on the Order Table in the right-side of Fields panel.
* Click on Modeling in the top menu and then select New column.
* Enter the following formula:

CustomerAge = RELATED(Customers[Customer Age])

* After pressing Enter, a new column CustomerAge appeared in the Order Table.

1. In analyzing the dataset with Power BI, ensure data cleaning to address inconsistencies and missing values before further analysis.

In Power BI, we use Power Query Editor to:

* Removing duplicates.
* Handling blank rows by removing it.
* Ensuring data types are correct.
* Removing extra blank columns.

1. How can we calculate the total revenue generated by all the sales?

I have created a Measure for Total Revenue by following steps:

* **Data View** or **Model View**.
* Clicked on the Order Table.
* In the ribbon, clicked on **New Measure** and entered the following DAX formula:

**TotalRevenue = SUMX(Orders,Orders[Sale Price]+Orders[Shipping Fee])**

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Description automatically generated**

1. What is the total number of unique customers who made purchases each year? Is there any increase in the number over the years?

**Extract the Year from Order Date**

* + - Transform Data > Order Date > Add Column > Date > Year
    - This step has created a new column name Year representing the year of the order.

**Create a Measure for Unique Customers Per Year**

* + Data View > Order Table > New Measure
  + Entered the DAX formula:

UniqueCustomersPerYear = DISTINCTCOUNT(Orders[CustomerID])

**Visualization**

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**Observation**

* The unique customer count shows a steady increase from 2019 to 2020, suggesting effective marketing strategies or an expanding product range that attracts new customers.
* A slight decline in customer count from 2017 to 2018 may indicate potential issues such as product availability, pricing changes, or increased competition.

1. How can we determine the total number of unique products available in the company?
   * Data View > Order Table > New Measure
   * Entered the DAX formula:

UniqueProducts = DISTINCTCOUNT(Orders[Product])

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1. What is the average number of days it takes for products to be delivered, get the metric for only the delivered orders.

**Created a New Column for Delivery Duration**

* Data View > Select Orders Table > New Column
* Enter the DAX formula:

DeliveryDuration = DATEDIFF(Orders[OrderDate], Orders[Delivery Date], DAY)

* This formula calculates the number of days between the OrderDate and Delivery Date.

**Filter for Delivered Orders**

* New Measure
* Enter this formula: AvgDeliveryDaysForDeliveredOrders=CALCULATE(AVERAGE(Orders[DeliveryDuration]),Orders[Status] = "Delivered")
* This measure calculates the average delivery duration for orders where the status is "Delivered."

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1. Which products, categories, and subcategories are the most popular?

Popularity by Order Quantity:

* Modeling > New Measure
* TotalOrderQuantity = SUM(Orders[Order Quantity])

For Most Popular Products:

* Add a **Table Visual** to the canvas
* Drag the **Product** column into the table
* Drag the TotalOrderQuantity
* Sort the table by TotalOrderQuantity in descending order.A screenshot of a computer

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1. For Most Popular Categories :

* Add a **Table Visual** to the canvas
* Drag the **Product Category column into the table**
* **Drag Total Order Quantity**
* Sort the table by TotalOrderQuantity in descending order.

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1. For Most Popular Subcategories

* Add a **Table Visual** to the canvas
* Drag the **Subcategories column into the table**
* **Drag Total Order Quantity**
* Sort the table by TotalOrderQuantity in descending order.

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1. Which products have seen an increase or decrease in sales over the year?

To analyse which products have seen an **increase or decrease in sales** over the years, I followed these steps:

**Create a measure for Previous Year Sales**

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**Create a measure for Sale Change**



**Matrix Visualization**

Rows – Product

Values – Total Sales, Previous Year Sales, Sales Change

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Description automatically generated**

1. While modeling the data relationships, what will be the type of relationship between the customer ID of Orders and customer tables?

* Model view > Drag the CustomerID column from the Orders Table to the CustomerID column in the Customers Table

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Description automatically generated

* While modelling the data relationships, the type of relationship between the customer ID of Orders and Customer table is **one to one relationship**.

1. How have you handled the null values in the data?

* Use of Power Query Editor to filter out or remove null values.
* Use of Power Query Editor, if any blank rows are present which helps to remove the bottom/top rows.
* If any blank values in our data, then we create a measure:

Sale Price Cleaned = IF(ISBLANK(orders[Sale Price]), 0, orders[Sale Price])

By using above measure, our data will not be modified or no changes in our values will be affected.

1. Were there any data format issues in the data, and if there were/are how you would handle them?

* In our data, there was no need to change the data types.
* If there was such an issue to format the datatypes then I can check and transform data types in the Power Query editor.

1. When we add a column in Power Query what’s the code that comes in M language in the formula bar? What do you know about M-query?

**M Language** (Power Query Formula Language) is the scripting language used in Power Query for data transformation. Every step you perform in Power Query is automatically translated into M code, which is displayed in the **Advanced Editor** or the **Formula Bar**.

When we add a column in Power Query, Power BI generates M query that reflects the action.

**Example of M Code for Adding a Column**

= Table.AddColumn(Source, "NewColumnName", each [ExistingColumn] \* 2, type number)

**Explanation**:

* Table.AddColumn: A function that adds a new column to a table.
* Source: Refers to the table or step we’re working with.
* "NewColumnName": The name of the new column.
* each [ExistingColumn] \* 2: The calculation or logic for the new column (in this case, doubling the values of ExistingColumn).
* type number: Specifies the data type of the new column (e.g., number, text, date).

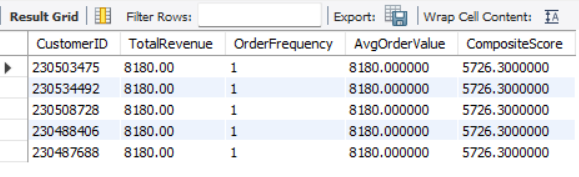
1. Identify the top 5 most valuable customers using a composite score that combines three key metrics: (SQL)
   1. Total Revenue (50% weight): The total amount of money spent by the customer.
   2. Order Frequency (30% weight): The number of orders placed by the customer, indicating their loyalty and engagement.
   3. Average Order Value (20% weight): The average value of each order placed by the customer, reflecting the typical transaction size.

The **Composite Score** will be calculated as: (0.5×Total Revenue)+(0.3×Order Frequency)+(0.2×Average Order Value)

A screenshot of a computer program

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The top 5 valuable customers as follows:



1. Calculate the month-over-month growth rate in total revenue across the entire dataset. (SQL)

The month-over-month growth rate in total revenue across the entire dataset as follows:

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Description automatically generated**

1. Calculate the rolling 3-month average revenue for each product category. (SQL)

The rolling 3-month average revenue for each product category as follows:

**A screenshot of a computer

Description automatically generated**

1. Update the orders table to apply a 15% discount on the `Sale Price` for orders placed by customers who have made at least 10 orders. (SQL)

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Description automatically generated**

1. Calculate the average number of days between consecutive orders for customers who have placed at least five orders. (SQL)

The average no. of days between consecutive orders as follows:

A screenshot of a computer

Description automatically generated

1. Identify customers who have generated revenue that is more than 30% higher than the average revenue per customer. (SQL)

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Description automatically generated**

1. Determine the top 3 product categories that have shown the highest increase in sales over the past year compared to the previous year. (SQL)

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Description automatically generated**

**Subjective Question**

1. Explain the revenue breakdown by year and by-product. Evaluate how different products contribute to annual revenue and come up with suggestions to increase the sales of the low-selling items.

Reference for revenue breakdown by year:

A graph with numbers and lines

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Reference for revenue breakdown by product:

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**Strategies to Increase Sales of Low-Selling Items:**

* Combine low-selling products with top-performing items as part of a bundle deal.
* Provide special discounts on low-selling items **for a limited time** to boost demand.
* Place low-selling products in the **"Recommended for You"** or **"Trending Now"** section.
* Compare pricing with competitors and adjust accordingly.
* Encourage customers to leave **positive reviews** for underperforming items.
* Retarget interested customers who viewed but didn’t purchase low-selling products.
* If a product has low sales in certain locations, check if it's due to **stock unavailability**. Use **zone-wise analysis** to optimize inventory distribution.

1. How many products were returned? Use a DAX function to get this metric. Examine the possible reasons for returns and consider how this metric could indicate improvements in product descriptions or quality control.

* **Create a Measure for Returned Products**

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* **Analyse Reasons for Returns**
* The Reason column provides insights into why products were returned.
* Create a Count of Each Return Reason by following formula

**ReturnReasonCount = COUNT(Orders[Reason])**

* Insert a Table Visual.
* Drag Reason and ReturnedProducts into the table.
* Sort the table in descending order to see the most common return reasons.

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* **Insights from the data to Examine the possible reasons for returns and consider how this metric could indicate improvements in product descriptions or quality control :**

1. Quality-Defective Item

Issue:

* **“Quality-Defective Item” (6,065)** is the most common reason for returns.
* Faulty manufacturing or improper handling may be leading to damaged goods.

Solution:

* Implement **stricter quality checks** before shipping.
* Use **AI-driven quality control** in warehouses to detect product defects.

1. Delivery - Missing Item/Part

Issue:

* Items with missing parts indicate incomplete packaging or supply chain issues.

Solution:

* Add checklists at packaging stations to confirm completeness.
* Implement barcode scanning to verify that all required parts are included.
* Add checklists at packaging stations to confirm completeness.

1. Product - Not Fitting Expectation

Issue:

* Customers return items because they don’t match their expectations, possibly due to misleading descriptions or images.

Solution:

* Improve product descriptions by including detailed specifications.
* Use high-quality images & 360-degree product views.
* Add customer reviews and Q&A sections to clarify doubts.
* Provide a "Size Guide" or "Comparison Tool" for apparel and electronics.

1. Onsite - Description Mismatch

Issue:

* Customers are getting items that do not match what was shown online.

Solution:

* Cross-check product listings with actual items before listing.
* Require vendors to submit real customer photos instead of only stock images.

1. Delivery - Wrong Item

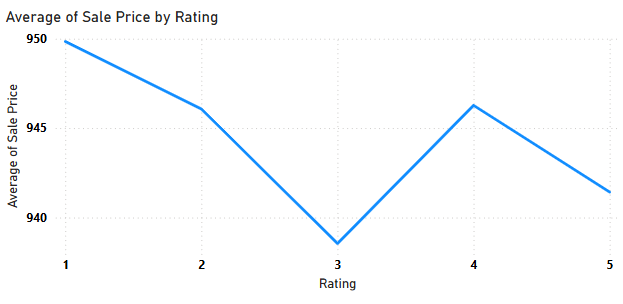
Issue:

* Incorrect products are being sent, possibly due to warehouse mislabelling or human error.

Solution:

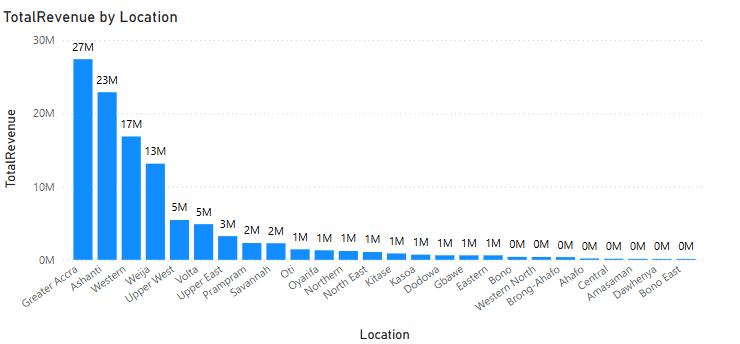
* Improve order verification systems before shipment.
* Introduce a "Live Order Check" where customers can confirm their order before shipment.

1. Whenever a customer goes to Amazon, they’ll filter the most rated products to buy the better category. Can you verify this using any visualization or table that the ratings of products impact their sales value?



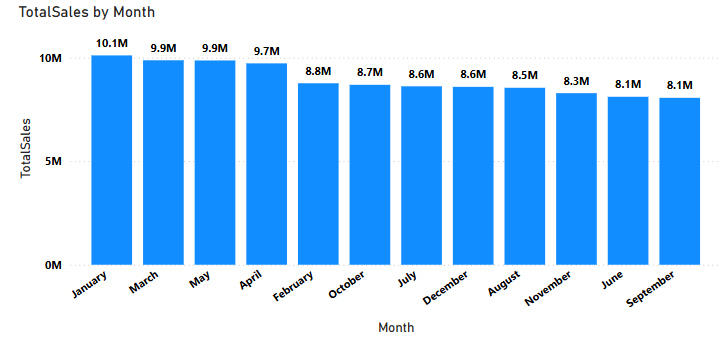
**Insights:**

* Customers are likely to filter for highly rated products, as indicated by the significant sales increase for products rated above 4. This suggests that ratings significantly influence purchasing decisions.
* Focusing marketing efforts on products with higher ratings can enhance sales.
* Products with lower ratings should be analyzed for potential improvements like customer reviews can provide insights into issues that need addressing, which can boost ratings as well as sales.

1. Investigate how revenue distribution varies across different locations. Explore which geographical areas contribute most to sales and consider the strategic implications for regional marketing and distribution efforts. How might location-based trends inform the company's market segmentation and resource allocation approach?**Insights:**

* Greater Accra stands out as the highest revenue-generating region with 27M. This suggests that it is a critical market for business.
* Other contributors like Upper West and Eastern regions also generate significant revenue, indicating multiple strong markets.
* Areas from Oti show relatively low revenues as shown above. This highlights potential areas for improvement or targeted marketing efforts.
* Location-based trends can significantly inform a company's market segmentation and resource allocation strategy in several ways:
* By analysing revenue data by location, the company can identify which regions contribute the most to overall sales.
* Variations in purchasing behaviour across locations can lead to the development of localized versions of products or services to better meet customer expectations.
* Understanding geographical revenue distribution can help in planning logistics and distribution strategies, ensuring that high-demand areas are well-stocked while optimizing inventory levels in less productive regions.

1. Determine which month could benefit from enhanced promotional offers to boost sales. Can you suggest some targeted marketing strategies here?



**Insights:**

* January (10.1M) has the highest sales and doesn't require boosting.
* June(8.1M), September(8.1M) and November(8.3M) represent sales dip below the average(9M) and should be targeted for enhanced promotions.
* July, August, October, and December show consistent but lower-than-ideal sales that can benefit from specific seasonal promotions.

**Targeted Marketing Strategies:**

1. Discount & Cashback Offers:

* Offer higher discounts on slow months.
* Implement limited-time cashback offers to encourage spending.

1. Prime Membership Incentives:

* Provide **extra perks for Prime members**, such as free express delivery in low-sales months.
* Offer **exclusive early access** to deals.

1. Personalized Promotions:

* Use customer purchase history to send **customized discount coupons**.
* Offer bundle deals based on customer preferences.

1. Festive & Event-Based Marketing:

* Align promotions with **local festivals or shopping holidays.**
* Like October for Halloween promotions, November and December Focusing on Black Friday, Diwali last-minute gift deals, "12 Days of Christmas" offers, gift bundles

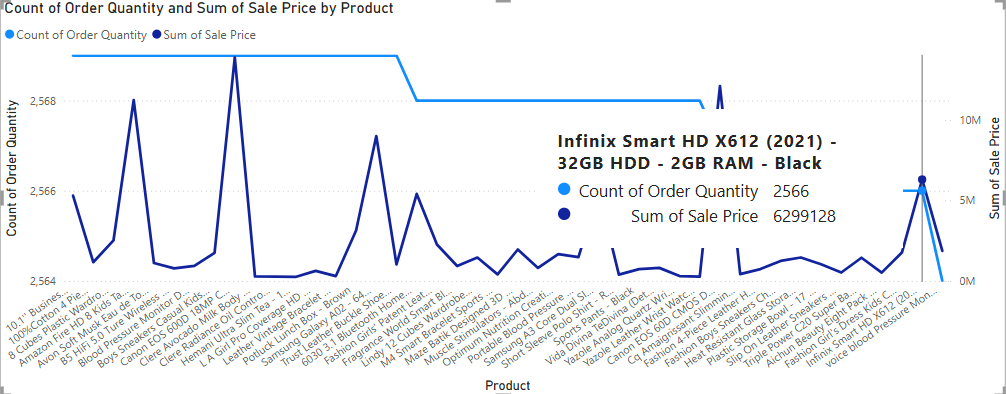
1. Referral & Loyalty Programs:

* Encourage existing customers to **refer friends** with referral discounts.
* Offer loyalty points redeemable in the next purchase.

1. Identify which products may require increased marketing efforts. Which items have high prices yet underperform in sales?

A graph on a screen

Description automatically generated



**Insight:**

* After analysing the product performance data, two items stand out as having high prices, but underperforming sales as shown in above references.
* These two products are priced higher than most competitors in its category but has not shown strong sales figures. It is possible that customers perceive it as overpriced or are unaware of its value proposition.
* This combination suggests that these products may benefit from targeted marketing interventions to drive demand and justify their pricing.

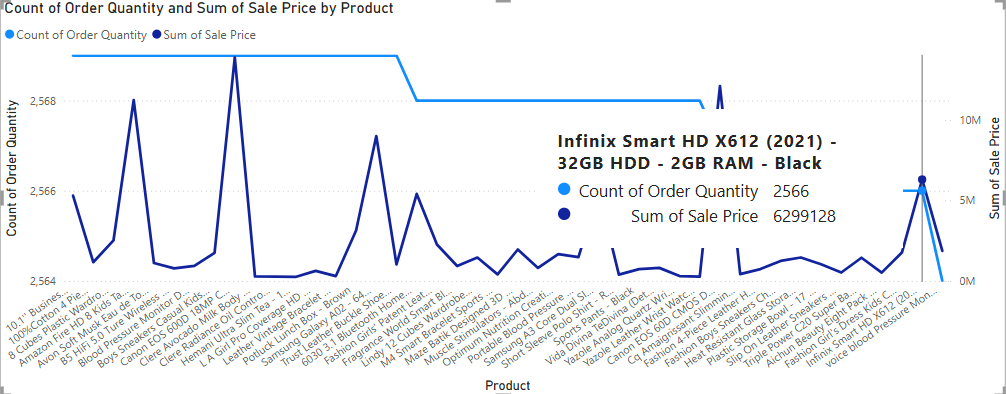
**Targeted Marketing Strategies**

* Offer limited-time price drops or bundled discounts with related items.
* Use data-driven targeted ads on Amazon, social media, and email campaigns.
* Partner with influencers to showcase product value.
* Revisit the pricing strategy. If this product is priced similarly to competitors but lacks distinct advantages, adjusting the price slightly or improving its features may help boost sales.

1. Assess which products should have discounts. How can targeted incentives drive sales and customer loyalty for specific products?

A graph on a screen

Description automatically generated



**Insights:**

* As shown in above figure, we have 2 products i.e

Canon EOS 60D DSLR Camera Bundle-18-55mm lens-Black and Infinix Smart HD X612(2021)-32GB-2GB RAM- Black, where sales are high in price and less in order quantity.

* Products with a high price tag but low quantity volume can be seen as too expensive by customers. Offering a targeted discount can help make these products more appealing to buyers who might hesitate to pay full price.

Recommendation:

* Targeted incentives, like time-limited offers or exclusive deals, create a sense of urgency, motivating customers to buy now.
* Offering discounts to customer preferences or purchase history can encourage hesitant buyers to make a purchase.
* Give welcome discounts to encourage future purchases.

1. Come up with a loyalty program to benefit the company’s customers. From the available lot of customers come up with strategies to bucket them and provide benefits under different loyalty programs.

The goal of this **loyalty program** is to **increase customer retention, boost repeat purchases, and enhance customer satisfaction** by offering tailored benefits. To do this, created different loyalty tiers based on purchase behaviour.

To **categorize customers**, used **three key factors**:

* Purchase Frequency (How often a customer buys)
* Total sales
* Order quantity
* Customer Rating

Using this, divided customers into four loyalty tiers:

1. **Platinum Tier (High-Value Customers)**

Criteria:

* 8-10 orders per month.
* High total sales (Top 10% of all customers)
* Low return rate and high customer ratings.

Benefits & Strategies:

* Free Next-Day or Express Delivery
* Personalized Product Recommendations
* Extra Cashback (5%–10%)
* Exclusive Early Access to Sales

1. **Gold Tier (Frequent Buyers)**

Criteria:

* 5-7 orders per month
* Moderate to high total spend
* Occasional returns, decent customer ratings

Benefits & Strategies:

* Loyalty Coupons (like some amount off on purchases above)
* Bonus Points on Special Events (festivals, birthdays, etc.)
* Refer & Earn Program (₹200 credit for bringing new customers)

1. **Silver Tier (Occasional Shoppers)**

Criteria:

* 2–5 orders per month
* Medium spending pattern

Benefits & Strategies:

* Limited-Time Discount Offers
* Free Shipping on Orders Above some amount.
* Offer 1-month free trial of Prime-membership to convert them into loyal customers.

1. **Basic Tier (Inactive Buyers)**

Criteria:

* Only 1 purchase in the last 3–6 months
* Low engagement, minimal spending

Benefits & Strategies:

* Welcome Back Discount (Some amount Off on Next Order)
* Email / SMS Campaigns with Personalized Deals

**Report**

1. **Customer Segmentation**

A pie chart with numbers and a number of percentages

Description automatically generated

1. **Revenue by Loyalty Tier**

**A pie chart with numbers and a few different colored circles

Description automatically generated**

1. Using the DAX functions Calculate and a row iteration DAX function calculate the total sales for the Product Category “Fashion” and delivery type “Shipped from Abroad”. What are the other types of DAX functions you have used in the project?

A screen shot of a computer

Description automatically generated

Other DAX Functions Used in the Project are:

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1. Wait Times Correlated with Demographics and Care: Explore how average wait times vary across different product categories to optimize scheduling and staffing.

I have already calculated Delivery Duration which is the duration between order date and delivery date, and it is same for wait times as well.

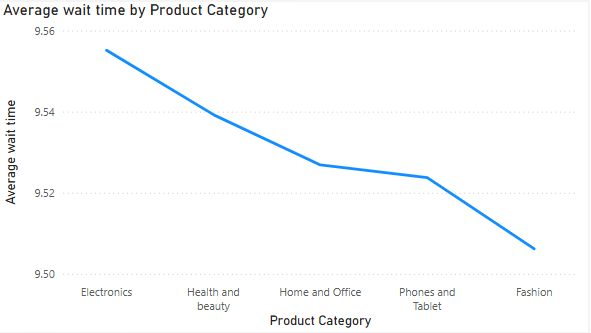
A screen shot of a computer

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Visualization

X-Axis: Product Category

Y-Axis: Average Wait Time



Insight:

* Electronics has the longest average wait time (9.554 days), suggesting that there may be inefficiencies or delays in processing orders in this category.
* Health and Beauty, although slightly higher than Home and Office, still falls into a higher category of wait times compared to others, indicating a potential issue in fulfilment processes for this category.
* Fashion, Phone and Tablets, and Home and Office have relatively closer wait times, though Fashion still has a lower average compared to the others, indicating a more efficient processing system for this category.

**Strategies to optimize scheduling and staffing:**

* Allocating more staff or optimize fulfilment processes to reduce delays in this Electronics category.
* Ensuring the current staff levels are maintained but be prepared to scale during peak demand periods.
* By leveraging data to forecast high-demand periods (e.g., holidays) and adjust staffing levels to ensure timely order fulfilment across all categories.

1. Explore if there is any relationship between the Delivery type and waiting time between ordering and receiving an item.

**Visualization:**

X axis – Delivery Type

Y axis – Average wait time

A graph of blue rectangular objects

Description automatically generated

**Insights:**

* Shipping from Abroad has the highest average wait time (15.0 days), indicating that international shipping or logistics may be causing significant delays. This could be due longer transit times, or limited shipping options.
* Standard Delivery has a moderate wait time of 10.0 days, suggesting that domestic deliveries take a reasonable amount of time but may still have room for improvement.
* Express Delivery has the shortest wait time (3.5 days), which is ideal for customers who value quick delivery. However, since it’s significantly faster, it might suggest that customers are willing to pay a premium for faster service.

**Recommendations:**

* Partner with faster international carriers to reduce the long wait times for Shipped from Abroad.
* Improve customs clearance processes to minimize delays in international shipments.
* Prioritize Express Delivery during peak times to maintain the quick 5-day delivery window.
* Use better tracking systems to keep customers informed about their orders and manage expectations.
* Adjust staffing levels based on demand for different delivery types, particularly during peak seasons, to avoid delays

1. Is there any relationship between shipping charges and product type?

**Visualization**

X axis – Product Category

Y axis \_ Avg of shipping fee

A graph showing the price of a product

Description automatically generated

**Insights:**

* The shipping charges for all the product types are almost identical, ranging from 11.47 to 11.55. This indicates that the shipping charges do not vary significantly across these categories in our data.
* This could imply that the company uses a standardized shipping fee regardless of the product type, which is common in e-commerce businesses where flat-rate shipping fees are applied for convenience.
* The minimal difference suggests that the shipping fees are either fixed or determined by factors other than the product type, such as the size, weight, or delivery location, rather than the product's category.

1. Come up with strategies to decrease the low rating orders after analyzing different factors like waiting time, shipping type, unit price, etc.

**Visualization**

X axis – Rating

Y axis – Sum of Delivery Duration

Legend – Delivery Type

Tooltips– Unit Price

A graph showing the price of a product

Description automatically generated with medium confidence

**Insights:**

* Longer wait times are associated with lower ratings, particularly for Shipped from Abroad deliveries.
* Express Delivery maintains relatively high ratings and having lower wait times, indicating that customers value speed.
* Standard Delivery with average wait times, leads to better ratings and suggesting customers appreciate faster delivery.

**Recommendation**

1. Reducing Waiting Time

* Optimize Inventory Placement: Use demand forecasting to place products in fulfillment centers closer to high-order regions.
* Faster Order Processing: Automate picking and packing processes to reduce delays.
* Improved Order Tracking: Provide real-time tracking updates and estimated delivery time adjustments.
* Same-Day & One-Day Delivery: Expand these options for frequently purchased products.

**2. Improving Shipping Type**

* **Partner with More Logistics Providers**: Increase efficiency by collaborating with local delivery partners.
* **Reduce Last-Mile Delays**: Use AI-powered route optimization and local delivery hubs.

**3. Adjusting Unit Price Strategy**

* **Dynamic Pricing**: Use AI-driven pricing strategies to balance affordability with profitability.
* **Bundle Offers & Discounts**: Provide better value for money through bundled products or discounts on bulk purchases.
* **Competitor Price Matching**: Ensure prices remain competitive to increase perceived value.

**4. Enhancing Product & Service Quality**

* **Vendor Quality Control**: Implement strict quality checks for third-party sellers.
* **Customer Reviews Monitoring**: Identify common complaints and address recurring issues.
* **AI-Based Recommendation System**: Show higher-rated products first to increase sales of quality items.

**5. Customer Experience Improvements**

* **Easy Return & Replacement Policy**: A smooth return process builds trust and prevents negative reviews.
* **Proactive Customer Support**: AI chatbots and 24/7 support can resolve order issues before they result in low ratings.
* **Loyalty Programs**: Offer discounts or credits for customers who provide detailed feedback.

1. Using the time intelligence DAX function, create a table to compare each month’s sales with the previous year’s same month’s total sales. So there will be four columns in the output year, month, total sales, previous\_years\_sales.

**Calculated Measures for previous year sales**

A close-up of a computer code

Description automatically generated

**Visualization**

Column: Order date, Total Sales, Previous Year Sales1

A screenshot of a data table

Description automatically generated

1. What do you understand by PowerBI gateway? What are its use cases?

Power BI Gateway is a bridge between on-premises data sources and Power BI in the cloud. It allows to schedule refreshes, connect to local databases, and ensure that Power BI reports are up-to-date.

**Use Cases of Power BI Gateway:**

* **On-Premises Data Integration:** For businesses with on-premises databases, the gateway enables seamless data transfer.
* **Real-Time Data:** Power BI Gateway allows you to provide real-time analytics.
* **Security:** Ensures secure data transfer between on-premises and cloud services.
* **Hybrid Data Scenarios**: Organizations can manage data both in the cloud and on-premises. The gateway supports hybrid setups, making it easier to analyse data across different environments.
* **Integration with Other Services**: It can be used with other Microsoft services like Azure Analysis Services and SQL Server Analysis Services, allowing for a seamless integration of analytics solutions.

1. How would you approach this problem, if the objective and subjective questions weren't given?

If objective and subjective questions weren't provided in the given problem statement, here’s how I would approach the task:

**Step1) Data Exploration and Cleaning**

I will start by exploring the dataset. Check the summary statistics to understand key trends. Look for missing values and handle them appropriately. Clean the data by standardizing categories and correcting any inconsistencies.

**Step2) Business Objective**:

Focusing on the objectives like boosting sales, optimizing delivery times, improving customer satisfaction, or enhancing product offerings and then identify the areas where business can improve its performance.

**Step 3) Key Metrics**:

Now by focusing on some key metrics like total sales, customer satisfaction (ratings), product performance, and delivery efficiency that will help overall business and identify areas for improvement.

**Step 4) Dashboard**:

Finally, creating visualizations that allow stakeholders to interact with the data.

By designing the dashboards that provide insights into sales by product, region, and time. This will help the team drill down into the data and make informed decisions.