

Problem statements -

KPI'S REQUIREMENTS

1. Total sales analysis:
 - Calculate the total sales for each month.
 - Find the M-o-M with increase and decrease in sales.
 - Show the difference in sales between the selected month and the previous month.
2. Total Orders analysis:
 - Calculate the total number of orders for each month.
 - Determine the M-o-M increase and decrease in total number of orders.
 - Show the difference in the number of orders between the selected month and the previous month.
3. Total Quantity sold analysis:
 - Calculate the total quantity sold for each month.
 - Determine the M-o-M increase and decrease in the total quantity sold.
 - Show the difference in the total quantity sold between the selected month and the previous month.

For more details charts analysis is imp -

Charts requirements

1. Calendar Heat Map:
 - Implement a calendar heat map that dynamically adjusts based on the selected month from a slicer.
 - Each day on the calendar will be color-coded to represent sales volume, with darker shades indicating higher sales.
 - Implement tooltips to display detailed metrics (sales, orders, quantity) when hovering over a specific day.
2. Sales Analysis by weekdays and weekends:
 - Segment sales data into weekdays and weekends to analyze performance variations.
 - Provide insights into whether sales patterns differ significantly between weekdays and weekends.
3. Sales Analysis by store location:
 - Visualize sales data by different store locations.
 - Include M-o-M difference metrics based on the selected month in the slicer.
 - Highlight M-o-M sales increase or decrease for each store location to identify trends.

4. Daily sales analysis with average line:
 - Display daily sales for the selected month with a line chart.
 - Incorporate an average line on the chart to represent the average daily sales.
 - Highlight bars exceeding or falling below the average sales to identify exceptional sales days.
5. Sales analysis by Product category:
 - Analyze sales performance across different product categories.
 - Provide insights into which product categories contribute the most to overall sales.
6. Top 10 products by sales:
 - Identify and display the top 10 products based on sales volume.
 - Allow users to quickly visualize the best-performing products in terms of sales.
7. Sales analysis by days and hours:
 - Utilize a heat map to visualise sales patterns by days and hours.
 - Implement tooltips to display detailed metrics (sales, orders, quantity) when hovering over a specific day-hour.

~ special thanks to - [data tutorials](#)