INTRODUCING THE **COURSE PROJECT**

As a new **data Analyst** at HPN, your new task is to design and deliver end-to-end business intelligence solution for the company.

Your boss needs you to track **KPIs** like (Net Sales, Profit, Orders and Returns) show the products with the highest returns and refund rates

Show insights on monthly, weekly, quarterly and yearly basses

Download the dataset, load and show your design and analytics skills

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A **fact table** or a fact entity is a table or entity in a star or snowflake schema that stores measures that measure the business, *such as sales*, cost of goods, or profit. Fact tables and entities aggregate measures , or the numerical data of a business.

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What is the use of dimension table?

Dimension tables are used to describe dimensions; they contain dimension keys, values and attributes. For example, the time dimension would contain every hour, day, week, month, quarter and year that has occurred since you started your business operations.

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Normalization is the process of organizing data in a database. This includes creating tables and establishing relationships between those tables according to rules designed both to protect the data and to make the database more flexible by eliminating redundancy and inconsistent dependency

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Gross Sales or Gross Revenue

Gross sales is the total amount of sales without any deductions. To calculate your gross sales, simply multiply the number of units you've sold by the unit price.

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Net Sales

Net sales are the total revenue generated by the company, excluding any sales returns, allowances, and discounts.

Download the dataset