**Business Scenario**

You’ve been hired by a **retail company** (physical + online store) to create a **Retail Sales Dashboard** for their management team.  
The goal is to help them track performance, understand customer behavior, and make data-driven decisions.

**Business Requirements**

The company wants the dashboard to answer key questions:

**Sales Performance**

* Total Sales, Total Quantity Sold, Total Profit.
* Sales & profit trends **by month and year**.
* Top 10 selling products.
* Bottom 10 selling products.

**Customer Insights**

* Total number of customers.
* Repeat vs. New customers.
* Sales by customer segment (e.g., Individual, Corporate, Small Business).

**Geographical Performance**

* Sales by state/city.
* Top performing regions.

**Product Insights**

* Sales by category and sub-category.
* Profit margins by product type.

**Time-Based Analysis**

* Seasonal trends (e.g., festival sales spikes).
* Best day/week/month for sales.

KPIs

* Average Order Value (AOV) = Total Sales ÷ Number of Orders.
* Customer Lifetime Value (CLV) = Average Purchase Value × Purchase Frequency × Customer Lifespan.
* Profit Margin % = (Profit ÷ Sales) × 100.

**Dashboard Features**

**Pages / Sections:**

1. **Overview Page** – KPIs, Sales Trend, Top Products, Top Customers.
2. **Customer Page** – Segment-wise sales, repeat customers, customer map.
3. **Product Page** – Category & sub-category analysis, profit margin heatmap.
4. **Regional Page** – Sales by state/city, region comparison.
5. **Time Analysis Page** – Monthly/Seasonal trends.