|  |  |
| --- | --- |
| **Visuals** | **Description** |
| Total Sales by Region | Compares total revenue across different customer regions. |
| Sales Trend Over Time (Date) | Shows how sales have changed over time for trend analysis |
| Sales by Product Category | Highlights revenue contribution by product categories. |
| Sales by Store | Displays store-wise sales performance. |

**Power BI KPI for Market Report**

1. **Sales Overview:**
2. **Customer Insights:**

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| --- | --- |
| Visuals | Description |
| Customer Count by Region and Segment | Analyzes customer distribution across regions and segments. |
| Customer Sales Contribution | Identifies high-value customers driving sales |
| Customer Join Trends by Segment | Tracks how different customer segments joined over time. |

1. **Product Performance:**

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| --- | --- |
| Visuals | Description |
| Product Sales vs Quantity | Compares sales amount and units sold per product. |
| Average Discount by Product Category | Measures average discount across product categories. |
| Product Category Sales by Region | Examines product category performance by region. |
| Top Returned Products | Identifies products with the highest return counts. |

1. **Store Performance**

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| --- | --- |
| Visuals | Description |
| Store-wise Quantity Sold | Shows total units sold by each store. |
| Store Distribution by State | Displays how stores are spread across different states. |
| Discount Given per Store | Visualizes average discount offered per store. |
| Store Sales by Product Category | Compares store-wise sales across product categories. |
| Map of Sales Distribution | Geographical view of sales distribution by state. |