**PROBLEM STATEMENT**

**KPI’S REQUIREMENTS**

1. **Total Sales Analysis:**
   * Calculate the total sales for each respective month.
   * Determine the month-on-month increase or decrease in sales.
   * Calculate the difference in sales between the selected month and the previous month.
2. **Total Orders Analysis:**
   * Calculate the total number of orders for each respective month.
   * Determine the month-on-month increase or decrease in the number of orders.
   * Calculate 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 respective month.
   * Determine the month-on-month increase or decrease in the total quantity sold.
   * Calculate the difference in the total quantity sold between the selected month and the previous month.

**PROBLEM STATEMENT**

**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 month-over-month (MoM) difference metrics based on the selected month in the slicer.
   * Highlight MoM sales increase or decrease for each store location to identify trends.

**PROBLEM STATEMENT**

**CHARTS REQUIREMENTS (Continued)**

1. **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.
2. **Sales Analysis by Product Category:**
   * Analyze sales performance across different product categories.
   * Provide insights into which product categories contribute the most to overall sales.
3. **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.
4. **Sales Analysis by Days and Hours:**
   * Utilize a heat map to visualize sales patterns by days and hours.
   * Implement tooltips to display detailed metrics (Sales, Orders, Quantity) when hovering over a specific day-hour.