**Title:**

Adventure-Works: Comprehensive Sales and Returns Analysis Using Power BI.

**Project Overview:**

Adventure-Works, a cycle manufacturing company, has been experiencing fluctuating sales and an increase in product returns over the past few years. The company needs a comprehensive analysis to identify trends, understand customer behaviour, and improve their sales strategy. The aim is to leverage Power BI to analyze sales data, identify patterns, and gain actionable insights to enhance decision-making.

**Objective:**

To utilize Power BI for analysing sales data from 2015 to 2017, along with returns data, to provide insights into sales performance, identify high-performing products, and understand the reasons behind product returns. This analysis will help Adventure-Works in formulating strategies to boost sales and reduce returns.

**Perform the following tasks:**

1. Append Queries: Combine Sales Data

2. Merge Columns: Customer Full Name

3. Group By: Total Sales by Year

4. Line Chart: Sales Trend Over Years

5. Edit Relationship: Connect Sales and Product Data

6. Hide Tables: Streamline the Data Model

7. Date Hierarchy: Analyze Monthly Sales

8. Group By: Returns Analysis

9. ExtractColumn: email id column

10. Collection of visuals with different formats to analyze data