Objective
Design an insightful dashboard to analyze sales data, track key performance indicators (KPIs), and generate actionable insights for improving sales performance.

Requirements:

1. **Advanced Metrics & Calculations**
   - **Sales Growth Rate:** Calculate month-over-month (MoM) and year-over-year (YoY) sales growth rates.
   - **Average Order Size:** Compute the average order size using the formula (Total Sales / Quantity Sold).
   - **Profit Calculation:** Include a column to reflect profit figures.
   - **Sales by Time of Day:** Analyze sales trends based on time (morning, afternoon, evening, night) using the Time column.
2. **Dashboard Elements**
   - **KPIs Summary Section:** Incorporate the following metrics as KPIs:
     - Total Sales
     - Total Quantity Sold
     - Total Profit
     - Average Order Size
     - Sales Growth Rate
     - Return Rate
   - **Top Products, Regions, and Customers:**
     - Identify the top two products by total sales.
     - Identify the top two regions by total sales.
     - Identify the top two customers by total sales.
   - **Time-Based Sales Analysis:**
     - Analyze sales by day of the week to identify peak sales days.
     - Analyze sales by time of day (morning, afternoon, evening, night).
   - **Sales Rep Performance:** Create a ranked list or chart displaying sales reps by their total sales and quantity sold.
3. **Interactive Filtering & Slicers**
   - **Slicers:** Implement slicers for:
     - Product Category
     - Region
     - Sales Rep
     - Date (Year/Month)
     - Time of Day (Morning, Afternoon, Evening, Night)
   - **Dynamic Filtering:** Enable the dashboard to update in real time based on slicer selections.
4. **Data Visualization**
   - **Monthly and Yearly Sales Trends:** Create a line or area chart to illustrate monthly and yearly sales trends.

- ○ **Hourly Sales Distribution:** Utilize a heatmap or line chart to depict sales distribution by hour of the day.
- ○ **Sales by Product Category:** Use a pie or donut chart to show the share of total sales for each product category.
- ○ **Sales vs. Returns:** Generate a bar chart comparing total sales and returns across regions.
- ○ **Profit Margin Analysis:** Create a line chart to visualize profit margins over time.
5. **Dashboard Insights & Analysis**
   - ○ **Actionable Insights:** Provide three observations based on the data, such as identifying peak sales hours, highlighting best-performing products, or noting sales spikes on specific days.

6. **Recommendations:** Suggest two strategies for sales improvement, such as increasing marketing efforts during peak hours, focusing on high-profit products, or targeting specific customer segments.

There is the database link