

## Memo / Model Answer

### 1. Importing and Cleaning Data:

I would begin by importing data from sources such as Excel, SQL Server, or cloud platforms. Using Power Query, I would clean the data by removing null values, transforming data types, splitting columns where needed, and creating calculated columns for metrics like "Profit" or "Revenue Growth".

### 2. Interactive Report Design:

The report would contain multiple pages. Each page would focus on specific areas such as sales by region, product performance, and time-based analysis. I would use slicers for filtering by region, category, and date range. Drill-through features would allow deeper analysis of specific items or regions.

### 3. Visuals Used:

- **Regional sales:** Map visual or clustered column chart.
- **Monthly trends:** Line chart to show sales over time.
- **Top-selling products:** Bar chart sorted in descending order by quantity sold or revenue.
- **KPIs:** Card visuals for metrics like total revenue, average sales per region, and net profit.

### 4. Report vs Dashboard:

The report would be multi-page and fully interactive, allowing the manager to explore detailed insights. The dashboard would be a one-page summary, pinned from the report, showing high-level KPIs and trends for a quick overview.

### 5. Automatic Updates:

I would schedule a data refresh either daily or hourly (depending on how often data changes). I'd configure Power BI service to send alerts or email subscriptions to the Sales Manager whenever key KPIs change or after every data refresh.