**Interview Questions and Answers:**

1. **What does a dashboard do?**

**Ans.** A dashboard is a visual interface that brings together key data and presents it in an easy-to-understand, interactive format. It helps users quickly monitor, analyze, and make decisions based on real-time or summarized data.

In my Amazon Sales 2025 dashboard:

It summarizes total sales, quantity, and revenue at a glance.

It uses interactive visuals like bar charts, pie charts, line charts, and maps to show:

Sales by product

Sales by region (customer location)

Sales trends by month

Price contribution by category

It includes filters (slicers) for month, product, and location so users can interact with the data and explore different patterns without writing any code or reports.

1. **How do you choose the right chart?**

**Ans.** I have picked a Bar Chart for Total Sales by Product — it is a great choice because to comparing sales across products.

A Pie Chart for Sales by Region — perfect for seeing what percentage each city contributes.

A Line Chart for Monthly Sales Trend — ideal to visualize how sales move over time.

A Map to visualize customer locations — helps us see geographic patterns instantly.

1. **What is a slicer/filter?**

**Ans.** A slicer is a type of visual filter in Power BI that lets users interactively select values to control what data is displayed in other visuals on the report. It works like a filter you can click or select right on your dashboard.

**In my dashboard, I have these slicers:**

**Month — lets you choose between February, March, and April**

**Product — lets you focus on sales for a specific product (like Laptop or Smartphone)**

**Customer Location — lets you filter the data by cities (like Miami, Houston, Seattle)**

1. **Why do we use KPIs?**

**Ans.** A KPI (Key Performance Indicator) is a measurable value that shows how effectively a business, project, or individual is achieving key objectives. In dashboards like yours, KPIs give users a quick, clear snapshot of performance at a glance.

**KPIs give decision-makers an instant health check of their business or project — making dashboards clearer, faster, and more actionable.**

1. **What did your dashboard show about sales?**

**Ans. 1️ Top-Selling Products**

* **Refrigerators were the highest-selling product with ₹78K in total sales.**
* **Followed by Laptops (₹58K) and Smartphones (₹49K).**
* **These three dominated the sales chart, showing that electronics and home appliances are your strongest categories.**

**2️ Best Performing Regions**

* **Miami (₹32K) and Denver (₹30K) had the highest customer sales.**
* **Followed by Houston (₹28K) and Dallas (₹27K).**
* **This indicates that sales are concentrated in these key cities, making them ideal for marketing focus or inventory planning.**

**3️ Sales Trends Over Time**

* **February saw the highest total sales at ₹123K.**
* **Sales slightly dropped to ₹118K in March.**
* **A significant drop occurred in April (₹3K), suggesting either:**
* **A seasonal dip**
* **Inventory issues**
* **Reduced marketing or promotions**

**This pattern signals a need to investigate April’s performance.**

**4️ Category-Wise Revenue**

* **Electronics led category pricing with ₹44K.**
* **Home Appliances followed with ₹38K.**
* **Other categories like Footwear, Clothing, and Books had much lower contribution — potential areas to either grow or reallocate resources.**

**Summary:** My dashboard revealed that Refrigerators, Laptops, and Smartphones dominated sales, Miami and Denver led in regional performance, February was the strongest sales month, and Electronics & Home Appliances drove most of the revenue.

1. **How do you make a dashboard look clean?**

**Ans. 1️ Keep It Focused**

* **Show only the most important visuals and KPIs**
* **Avoid overcrowding — 4 to 6 visuals per page is ideal (Like your 5-visual layout — good balance!)**

**2️ Use Consistent Colors and Styles**

* **Stick to a few complementary colors**
* **Use consistent font sizes and styles for titles, labels, and values (Your dashboard uses blues and warm shades well — neat job!)**

**3️ Organize Layout Logically**

* **Place KPIs and summary numbers at the top**
* **Group related charts together (sales by product, by region, by month)**
* **Use a left-to-right or top-to-bottom reading order (Your slicers on top and visuals below follow this rule nicely)**

**4️ Label Clearly**

* **Give clear, descriptive titles to every visual**
* **Label axes, legends, and tooltips where needed (Your dashboard’s titles like “Total Sales by Product” are simple and direct — great work)**

**5️ Use Slicers Wisely**

* **Keep slicers compact and relevant**
* **Avoid too many slicers or dropdowns cluttering the view (Your Month, Product, and Customer Location slicers are perfectly placed and helpful)**

**6️ Remove Clutter**

* **Avoid unnecessary gridlines, borders, shadows, and excessive text**
* **Hide unused fields or visuals**
* **Keep visuals big enough to be readable but not overwhelming**

**7️ Consistent Number Formatting**

* **Use the same currency format, decimal places, and date formats**
* **Example: ₹78,000 not 78000**

**A clean dashboard is simple, focused, consistent, and visually balanced — making insights easy to spot without distraction.**

1. **Did you clean the data before starting?**

**Ans. I made the following changes before starting:**

* **Change the Date column Type to Date**
* **Create a new Month column using DAX:**

**Month = FORMAT([Date], "MMMM")**