

Project Name:

Executive Sales & Marketing Dashboard

Description:

Developed a comprehensive executive-level Power BI dashboard to provide 360-degree visibility into sales performance, marketing ROI, and customer segmentation. This solution integrates AI-assisted data modeling and advanced DAX measures to deliver insights 10x faster and more accurately than traditional reporting systems.

The dashboard is structured with multi-page navigation, enabling stakeholders to easily explore key performance indicators, revenue trends, and campaign effectiveness from high-level summaries down to granular details. A set of dynamic buttons and filters empowers users to interact seamlessly, uncover actionable insights, and drive strategic decisions with confidence.

Key Features:

- **AI-powered data preparation workflows** for efficient and automated data transformation
- Executive KPI cards showing Total Revenue, Total Profit, Customer Count, and Profit Margin in real time
- Line charts visualizing revenue trends across months and quarters
- Clustered column and bar charts detailing product and segment performance
- Donut charts and treemaps for customer segmentation and marketing channel analysis
- Interactive slicers and bookmarks delivering a smooth, user-friendly navigation experience
- Professional layout designed for clear communication and impactful storytelling

Why It Stands Out:

This project demonstrates my ability to build advanced analytics solutions that combine strong business acumen with modern AI capabilities. By automating data preparation and creating visually compelling reports, I help organizations make faster, smarter decisions that directly impact revenue and growth.

Unlike traditional static dashboards, this solution is designed for **executives and decision-makers who need actionable insights in real time**, without the complexity of manual analysis.