

Power BI Stakeholder Dashboard Guide

1. Dashboard Overview

This Power BI dashboard provides a complete overview of key performance indicators for business stakeholders. It includes sales trends, regional performance, category analysis, and customer segmentation.

2. Key Features

- KPIs Overview (Cards): Revenue, Profit, Customer Count
- Sales Trend (Line Chart): Monthly Sales Over Time
- Regional Performance (Map): Sales by Region
- Category-wise Sales (Bar Chart): Product Category Performance
- Customer Segmentation (Pie Chart): Customer Demographics
- Slicers: Filter by Region, Date, Category
- Drill-Down Capabilities: Detailed Views on Click

3. Interactivity Options

The dashboard includes slicers for real-time filtering, tooltips for more details, and drill-through features to explore specific data segments.

4. Tips for Stakeholder Presentation

- Highlight trends and outliers using visuals
- Use slicers to answer specific stakeholder queries on-the-fly
- Emphasize KPIs aligned with business goals
- Keep the narrative simple and data-backed

