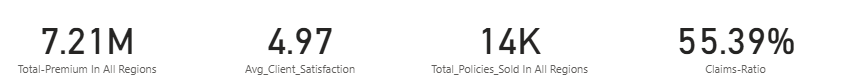
**Executive KPIs**

* **Total Premium, Total Policies, Avg Client Satisfaction, Claims Ratio** displayed as KPI cards.
* *Insight:* Provides leadership with a one-page financial and customer health snapshot.
* *Insight:* Enabled executives to quickly monitor financial performance and risk exposure.



**Sales & Premium Performance**

1. **Top Brokers by Total Premium (Bar Chart):** Ranked brokers by revenue contribution.
   * *Insight:* Identified top performers driving growth and brokers underperforming compared to peers.

A graph with blue and purple lines

AI-generated content may be incorrect.

A graph with red and blue lines

AI-generated content may be incorrect.

1. **Premium Growth Over Time (Line Chart):** Displayed monthly trends in premium collection.
   * *Insight:* Highlighted seasonality in policy sales and periods of strong/weak growth per region.

A graph of different colored lines

AI-generated content may be incorrect.

1. **Premium by Region (TreeMap):** Visualized geographic distribution of premiums.
   * Insight: Helps management to spot high-value regions (e.g., Ontario outperforming Alberta).

A screenshot of a graph

AI-generated content may be incorrect.

**Client & Policy Insights**

1. **Average Client Satisfaction by Region/Month (Column Chart):** Compared satisfaction across time and geography.
   * *Insight:* Exposed regions with consistently lower client satisfaction, pointing to training opportunities. In this case, Manitoba has a lower rating in terms of client satisfaction.

A graph of blue rectangular bars with white text

AI-generated content may be incorrect.

This project demonstrates my ability to:

* Clean and transform data with Power Query.
* Create business-relevant DAX measures in Power BI.
* Design interactive dashboards that tell a story and drive decisions.
* Balance **financial performance**, **customer satisfaction**, and **risk management** insights.