Project Report – Chinmayee Adhyatmabhattar

Data Analysis Internship Apr 2025 – May 2025 (1M) | Elevate Labs, Bengaluru | [Git Hub](https://github.com/Chinmayee-A/Capstone_Projects) | [LinkedIn](https://www.linkedin.com/in/a-chinmayee/)

**Introduction:**

The Power BI dashboard created has 3 pages: Profitability report exploring the profits, Sales report exploring the sales trends, Shipment data containing a table with important information.

The link to Power Point: [Presentation](https://github.com/Chinmayee-A/Capstone_Projects/blob/main/Presentation1.pptx)

**Abstract:**

The project includes the following: 25 + Measures, KPI Cards, Embedded icons in card, Consistent formatting, Slicers, Quick Navigation, Info Page, Embedded Data set, Guage Visual, Tables, Conditional Formatting in a table, Bar charts, Field Measures Logo, Clean dataset, LBS: LOW BOX SHIPMENTS < 50 boxes (Sample), Dynamic, Salesperson Picture in table, Sales & Profits in “K” (thousand), Data Bars inside a column in a table, Alert Icons, Consistent Colour throughout the dashboard, Company Logo for more professional look, Tooltips, MoM change %, Narration Visual, Storytelling using visuals.

**Tools Used:**

Power Query, Power BI [SQL used for basic querying, just to familiarize myself with the syntax (used select query, group by, order by) as the dataset received was mostly clean for analysis]

**Steps Involved in Building the Project:**

I started the project by building the sales report. For building the sales report, I first organized the dashboard by making a separate space for all the measures. One of the most important parts of building the dashboard is having a calendar table. Calendar table helps to perform various date related calculations like the Month on Month % change. I have inserted the multirow card for summarizing the data with reference labels containing the “This Month” (another calculation using calendar table) and MoM% change. I have inserted a table, formatted it according to my preferences. Then build the Profitability report, navigation and shipments data in similar way. Added navigation, buttons, additional information to the visual.

**Conclusion:**

This project explores profitability and sales data of awesome chocolates, fictional chocolates company and derives meaningful insights to support decision making.