Project Name: The Executive Explorer: Strategic Business Intelligence Dashboard

Platform: Power BI

Category: Business Intelligence / Executive Analytics

Skills Used: Data Modeling, DAX, Data Cleaning, KPI Visualization, Executive Reporting

# Objective:

The Executive Explorer was developed to provide a **high-level analytical overview** of business performance for senior decision-makers. It brings clarity across key operational areas such as sales, profit, customer segments, and regional trends. The dashboard is designed for **fast insights, smart comparisons, and strategic foresight**.

### Process Breakdown:

### Data Preparation:

- Removed Duplicates
- Standardized Formats (dates, currency, categories)
- Resolved Null Values using conditional logic
- Optimized Data Model with proper normalization

### Dashboard Design:

- **High-Level KPIs** at the top (Sales, Profit, Orders, Customers)
- Trend Charts showing monthly and quarterly movement
- Regional Maps for location-based insights
- Customer Segmentation with filtering by loyalty or value
- Top & Bottom Performers across categories

### Key Features & Visuals:

- > Sales & Profit KPIs
- > Profit Trend by Month
- > Customer Count and Order Volume
- > Interactive Region Map

- > Top Products & Top Customers Table
- > Segment Filters: Region, Product Category, Customer Type

# Insights Breakdown

### Revenue by Country

- 1. Top Performers: Netherlands and Ireland lead with the highest revenue per item sold, suggesting opportunities in premium pricing or high-value market segments.
- 2. Underperformers: Belgium, Sweden, and Japan show lower revenue efficiency, signaling potential for strategy refinement.

### Top 10 Customers

One customer generates over \$280K in revenue, representing a high-value relationship. Understanding purchasing patterns across the top 10 allows for targeted retention strategies.

#### Revenue Over Time

Observes a fluctuating pattern with identifiable peaks (e.g., September 2011) and troughs (November 2011).

These trends are critical for forecasting, campaign timing, and resource planning.

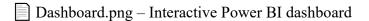
### Sales Heatmap

Strong demand clusters in North America, Europe, and Asia. Highlights both saturated markets and growth opportunities in underrepresented regions.

# Strategic Recommendations

- **Customer Tiering:** Focus retention efforts on top-tier clients and replicate their profiles for acquisition.
- Regional Strategy: Tailor pricing and marketing based on regional revenue dynamics.
- Time-Based Planning: Align campaigns and inventory with revenue seasonality.
- Market Expansion: Explore white-space regions identified via the global heatmap.

# **Project Files:**



- Cleaned Data.xlsx Cleaned dataset
- Documentation.pdf Methodology & explanation

# Conclusion:

The Executive Explorer stands as a **powerful decision-support tool**, built for leaders who need instant visibility into business performance. It combines clarity, interactivity, and strategic depth—all within a single Power BI dashboard.

# Collaborate:

Let's Connect Have questions or want a walkthrough of the dashboard? Reach out via LinkedIn or GitHub—I'm always open to data-driven discussions!