Power BI Dashboard Project Report

This project consists of three major Power BI dashboards built using datasets from orders, customers, products, and returns.

The goal is to analyze and visualize key metrics and performance indicators across different business segments.

Dashboards Created:

1. Sales Performance Dashboard: Visualizes KPIs like Total Sales, Total Profit, Profit Margin, Order Count with category, city, and segment breakdown.

2. Customer Segmentation Dashboard: Shows segmentation based on tenure, revenue, demographic filters, and age group distribution.

3. Return Analysis Dashboard: Displays return trends by category, reason, and age group, with key metrics such as return rate and defective rate.

Technologies Used:

- Power BI

- Power Query for data cleaning

- DAX for calculated columns and measures

Key DAX Measures Implemented:

- Total Sales = SUM(Sales)

- Total Profit = SUM(Profit)

- Average Discount = AVERAGE(Discount)

- Order Count = COUNTROWS(Orders_Data)

- Profit Margin = DIVIDE([Total Profit], [Total Sales], 0)

Calculated Columns:

- Order Year = YEAR(OrderDate)

- Customer Age = DATEDIFF(RegistrationDate, TODAY(), YEAR)

All data was cleaned and transformed in Power BI using Power Query, and relationships were set between Orders, Customers, Products, and Returns tables.

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