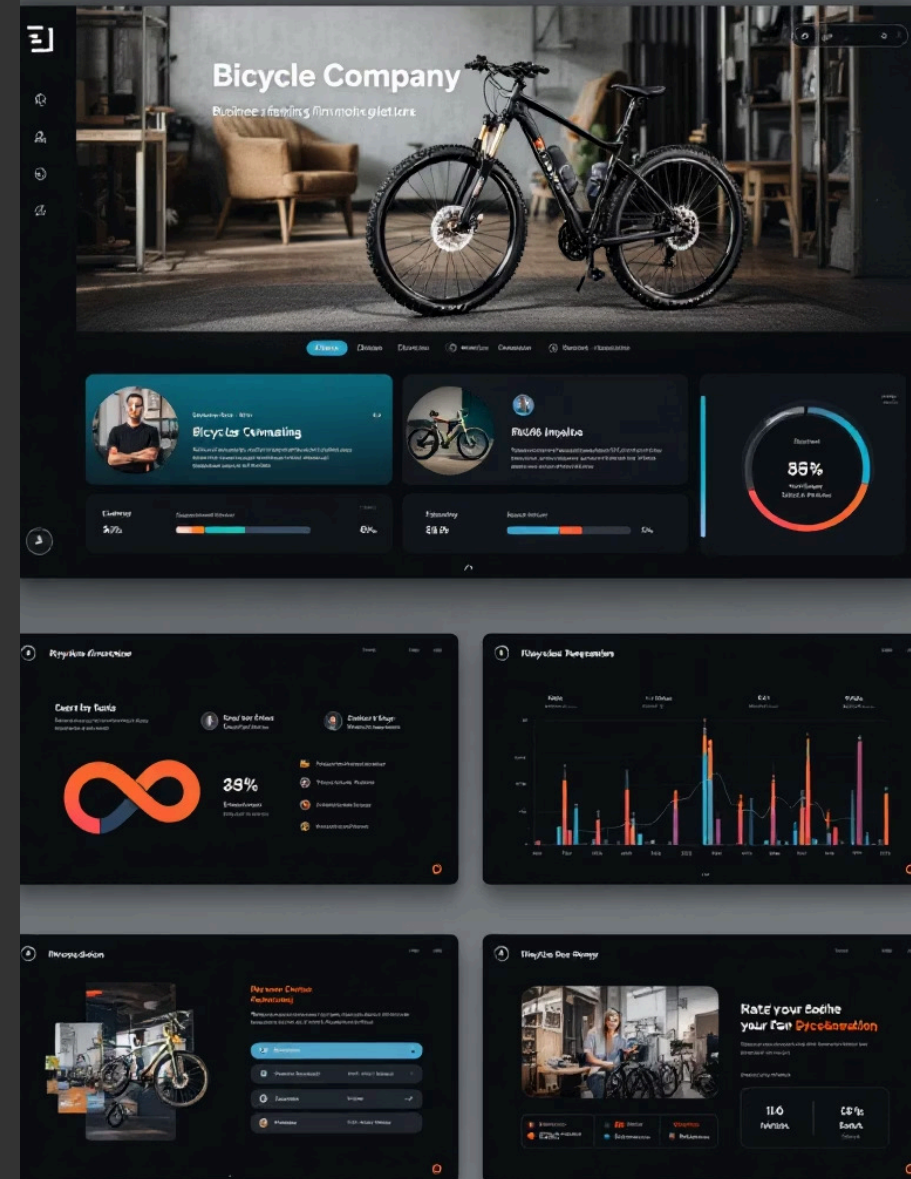
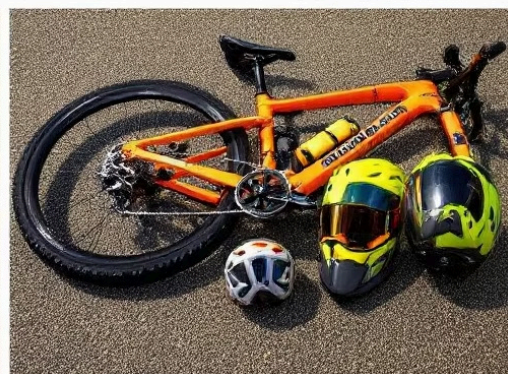
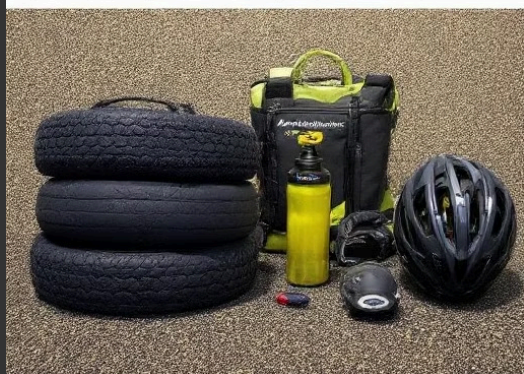


Adventure Works Power BI Dashboard Project



Company Overview & Objective



Company Overview

AdventureWorks

AdventureWorks is a premier global manufacturer and retailer of high-performance cycling and outdoor gear. The company excels in producing top-tier bicycles, cutting-edge performance accessories, and technical athletic apparel. With robust operations across North America, Europe, and the Pacific regions, AdventureWorks caters to a diverse customer base ranging from elite professional athletes to passionate recreational enthusiasts.

Business Objective

Strategic Focus:

To harness and analyze comprehensive multi-year sales, product, and customer data to uncover valuable business insights. These data-driven insights will inform strategic decision-making, refine product portfolios, elevate customer experiences, and drive sustainable market share growth through an intuitive, integrated dashboard solution.

Project Task

Project Overview

Analyze raw Excel data files to create comprehensive business intelligence dashboards.

Dashboard Requirements

Create 4 specialized dashboards using Power BI:

- Excel Dashboard
- Map Dashboard
- Product Details Dashboard
- Customer Details Dashboard



Project Files Details

Data Files Used:

Sales data (2020–2022),
Products, Customers,
Returns, Calendar

Brand Elements:

Logo and dashboard
navigation icons included

Build Process:

Data cleaning with Power Query
Relationship modeling in Power BI



Dashboard Navigation & Icon System



Refresh Button

Updates data visuals



Filter Button

Shows slicers



Map Icon

Opens Map Dashboard



Product Icon

Opens Product Details Dashboard



Customer Icon

Opens Customer Details Dashboard



Dashboard Icon

Returns to Excel Dashboard

Dashboard – Excel Dashboard



\$24.9M

REVENUE

\$10.5M

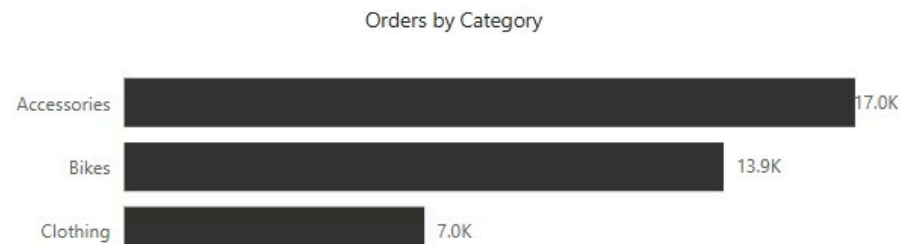
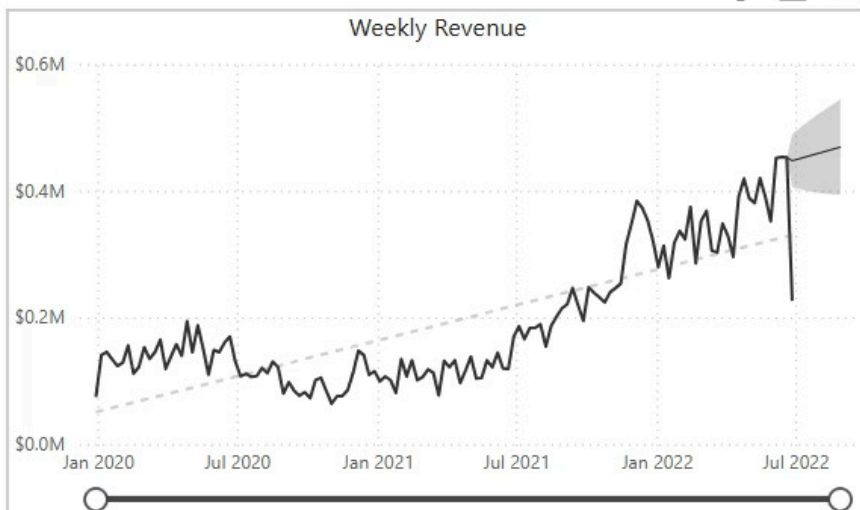
PROFIT

25.3K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.11%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Mountain Bottle Cage	1896	\$38,062	2.02%
Total	15587	\$4,65,678	1.85%

Monthly Revenue

\$1.83M ✓

Prev Month: \$1.77M (+3.31%)

Monthly Orders

2.15K !

Prev Orders: 2.17K (-0.88%)

Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type :

Tires and Tubes

Most Returned Product Type :

Shorts

Excel Dashboard – Overview

Purpose:

Home view with KPIs and access to all dashboards

Features:

- KPI cards (Revenue, Profit, Orders, Returns)
- Top products, return rates
- Slicer toggle and navigation icons

Business Insights:

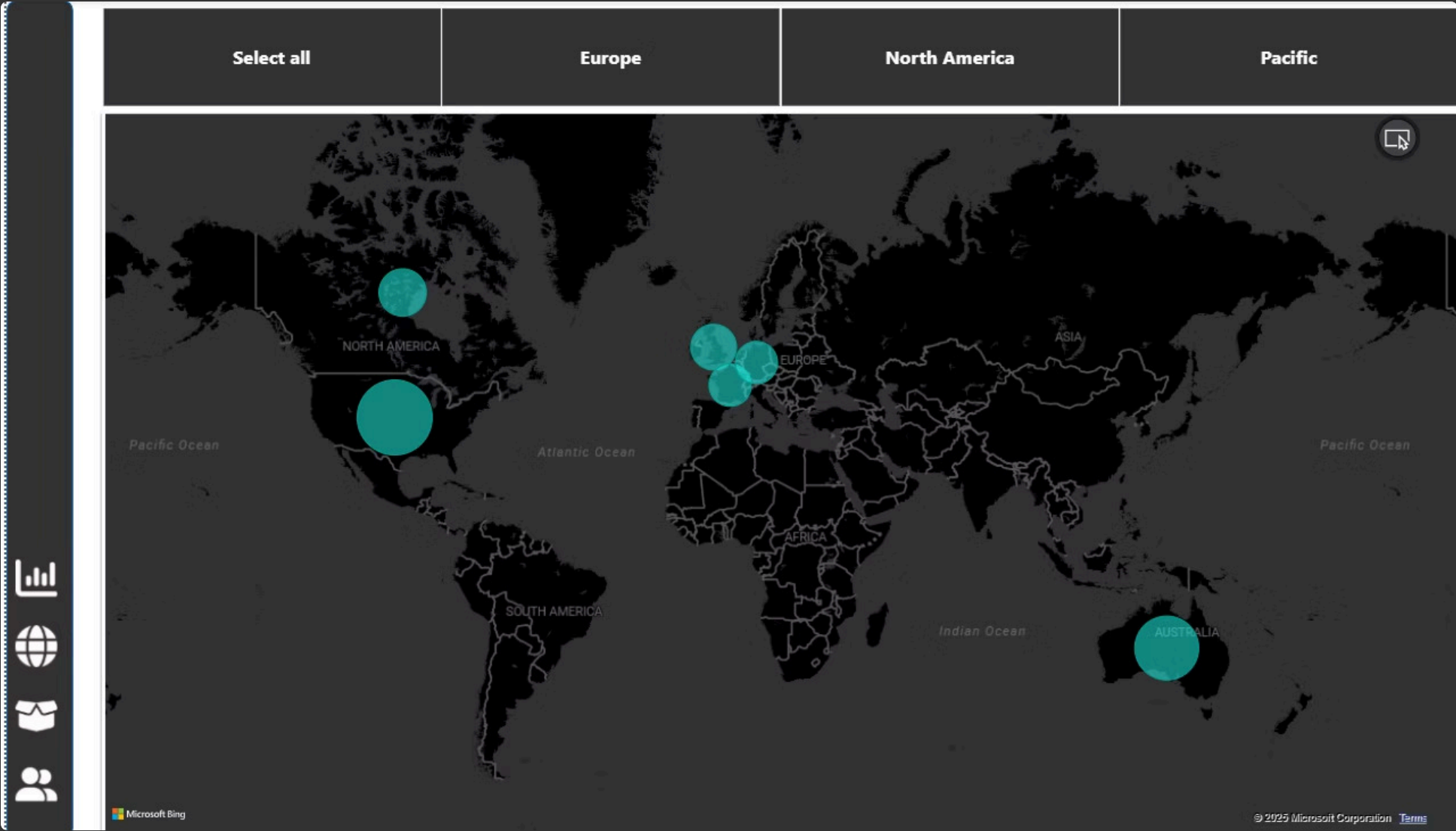
1. **Revenue Growth:** Healthy performance with continued upward trajectory over 3 years suggests successful product strategy and customer acquisition.
2. **Top Contributors:** Accessories dominate sales volume, but helmets and tire products drive both revenue and returns—highlighting areas for quality assurance.
3. **Returns Monitoring:** Return rate (2.2%) is manageable, but specific items like helmets and shorts require attention due to higher-than-average returns.
4. **Optimization Opportunity:** Decline in monthly orders despite revenue growth suggests higher-value purchases—opportunity to bundle or upsell.

Key Insights:

- Revenue: \$24.9M | Profit: \$10.5M
- Orders are steadily increasing
- Return rate is 2.2% – mostly from apparel/helmets
- Accessories are the highest-selling category



Dashboard – Map Dashboard





Map Dashboard – Overview

Purpose:

Visualize total orders by country

Usage:

Hover over blue circles to view order totals

Key Insights:

- North America leads in total orders
- Germany and UK show strong performance in Europe
- Pacific region (Australia) is growing moderately
- Regions with fewer orders show expansion potential

Dashboard – Product Details Dashboard

Selected Product:

Road Tire Tube

Monthly Orders VS. Target



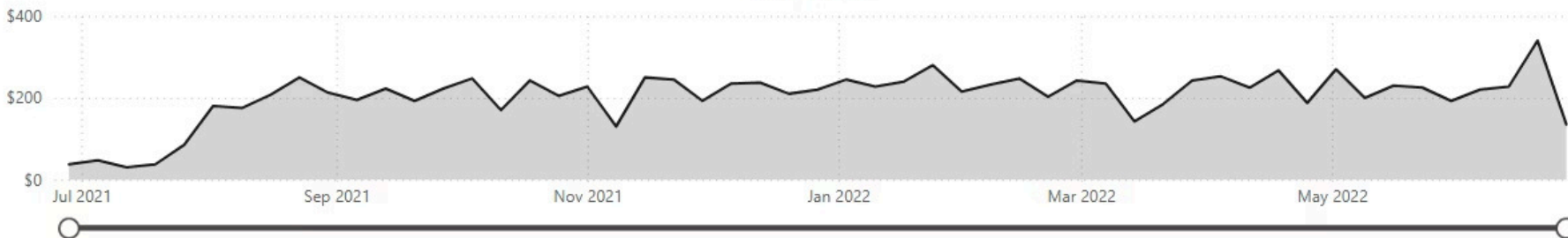
Monthly Revenue VS. Target



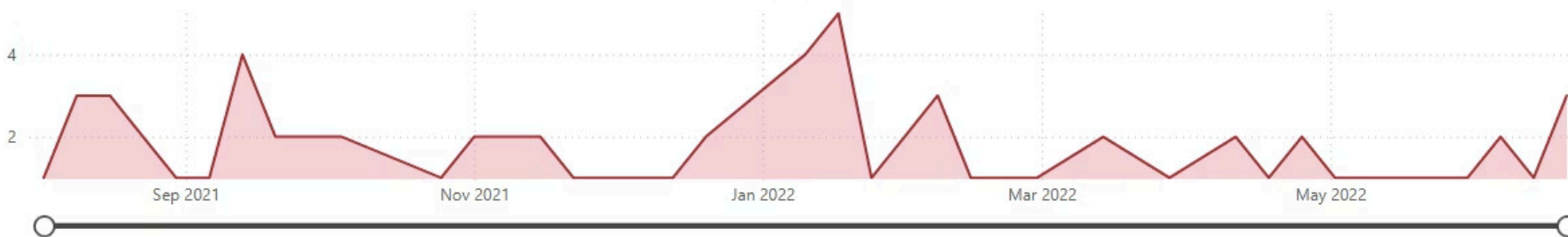
Monthly Profit VS. Target



Weekly Profit



Weekly Returns



Product Details – Overview

Revenue

Near target for Road Tire Tube

\$1,668

Orders

For selected product

213

Purpose:

Track product-wise revenue, profit, and returns

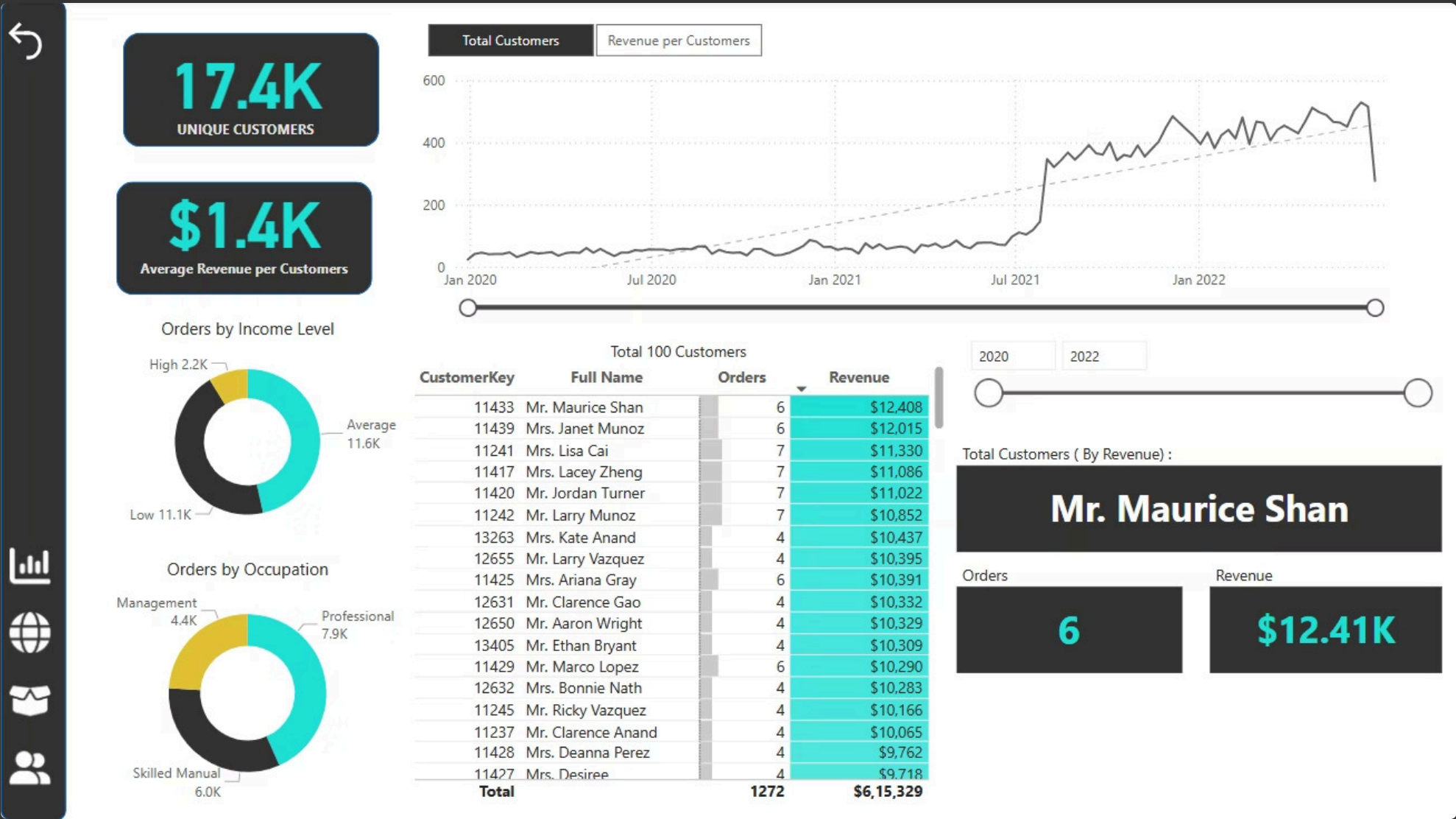
Usage:

Select product and time range to analyze

Key Insights:

- Product: Road Tire Tube
- Weekly returns show seasonal spikes
- Margins are strong despite minor return issues

Dashboard – Customer Details Dashboard







Customer Details – Overview

17.4K

Total Customers

\$1.4K

Avg Revenue per Customer

\$615K+

Top 100 Customers

Total contribution

Purpose:

Understand customer behavior and segments

Usage:

Filter by income, region, frequency

Additional Insights:

- Majority are mid-income professionals
- Frequent repeat orders seen within 30 days

Business Insights:

1. Average-income individuals are the **primary customer segment**, making them ideal for mid-range product marketing.
2. Professionals lead in order volume—suggests targeting campaigns by occupation can improve ROI.
3. Top 100 customers generated **\$615K+ revenue**—opportunity for loyalty programs or personalized offers.
4. Strong YoY customer growth confirms **positive customer retention and acquisition strategy**.

Overall Conclusion

The Power BI dashboard suite delivers clear, actionable insights across key business areas—sales, product performance, customer behavior, and geographic trends.

Built with user-friendly navigation and dynamic filters, enabling stakeholders to explore data with ease.

Successfully aligned with all client objectives, providing measurable outcomes and supporting informed decision-making at every level



Project Name:

Adventure Works Power BI Dashboard Project

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Jan2025

