

Adventure Works Sales Data Analysis & Dashboard Design

Delivered Using: Power BI Interactive Dashboards

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Company Overview & Objective

Company: Adventure Works

Adventure Works is a global cycling and outdoor gear company specializing in the sales of bikes, accessories, and clothing. The organization operates across multiple geographic regions including North America, Europe, and the Pacific, with a diverse customer base ranging from professionals to enthusiasts.



Business Objective:

To gain meaningful business insights from multi-year sales, product, and customer data, and to support strategic decisions through a comprehensive dashboard solution.

Project Brief & Assignment

Project Assignment by Client:

- Analyze AdventureWorks sales and customer data using Power BI.
- Develop a cohesive, user-friendly dashboard suite.
- Provide actionable insights through interactive visuals.

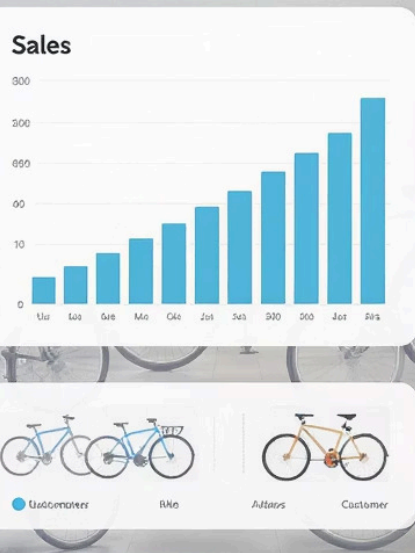


Deliverables:

A fully functional Power BI report with:

- Cleaned and modeled data from 9+ Excel files.
- 4 Main Dashboard Pages for navigation and analysis.
- Icon-driven interface with filters, slicers, and drill-through capabilities.

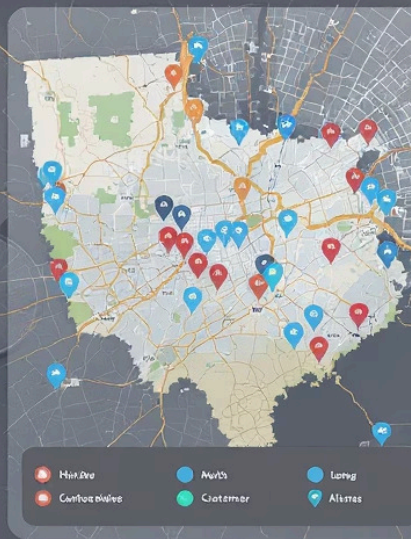
Sales



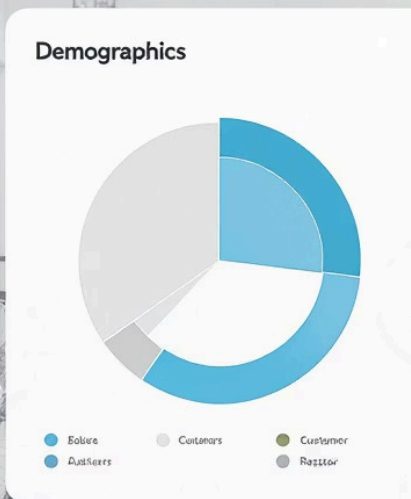
Sales Accessories



Customers



Customer



Dashboard Modules Overview

1

Excel Dashboard (Home Page):

- Key metrics: Revenue, Profit, Orders, Return Rate
- Visuals: Weekly trends, category breakdown, top products

2

Map Dashboard:

- Interactive bubble map displaying order volumes by region
- Region filters: Europe, North America, Pacific

3

Product Details Dashboard:

- Product-level trends: Orders, Profit, Returns vs. Targets
- Drill-down: Weekly performance analysis

4

Customer Details Dashboard:

- Customer segmentation by income and occupation
- Top 100 customers by revenue, order trends over time

Project Files Used

Provided Excel Files Included:

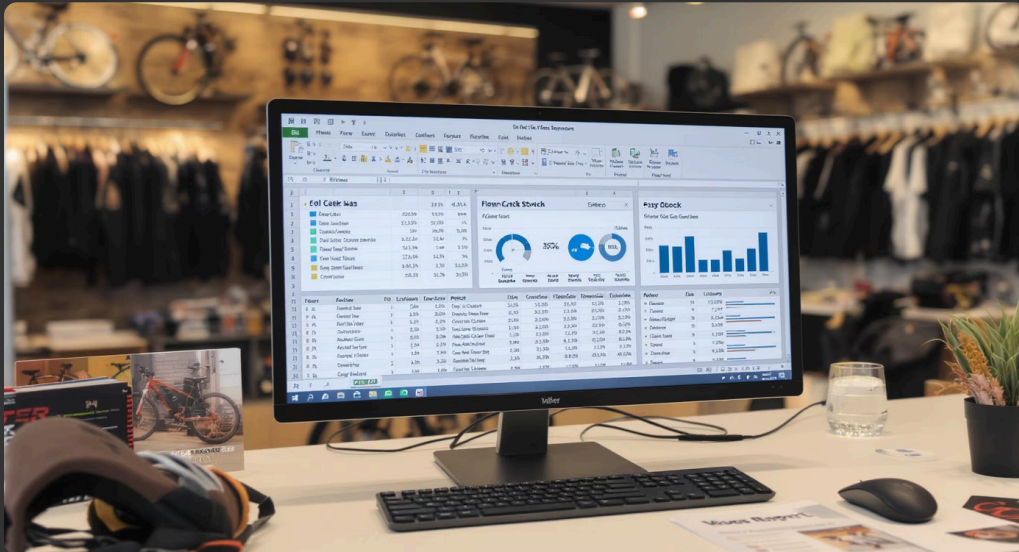
- Sales Data (2020, 2021, 2022)
- Product, Customer, Calendar, Category, Territory, Returns Lookups

File Integration Tasks:

Cleaned and transformed data using Power Query

Built relationships in the Power BI data model

Ensured consistency in date, product, and customer mapping



Dashboard Instructions & Navigation Design

User Navigation Experience (Client Requirement):

	Refresh Button (↺) Reloads visuals dynamically		Slicer Toggle (🔍) Displays or hides filter pane
	Dashboard (📊) Returns to Excel Home Page		Map (🌐) Opens geographic order map
	Product Details (📦) Drills into selected product trends		Customer Details (👥) Customer-specific metrics and segmentation

Additional Instructions Provided to Client:

- Filter the dashboard using slicers before making decisions.
- Use top tabs and icons for intuitive movement across dashboards.
- Hover for tooltips where insights are embedded in visuals.
- Use date sliders to analyze trends by time periods.

Analyst Approach & Execution

Execution Strategy:

- Applied DAX for dynamic measures (Monthly KPIs, Return %, etc.)
- Focused on performance visualization and business alignment
- Built clean, consistent, and responsive dashboard layouts

Key Analyst Goals:

- 1 Ensure clarity, interactivity, and business utility
- 2 Meet client-provided structure and functionality expectations
- 3 Optimize for non-technical stakeholders through intuitive design



Summary & Handover

Final Outcome Delivered:

- 4 fully interactive dashboards aligned with AdventureWorks' goals
- Navigation logic with business-specific user experience
- Embedded instructions and filter-driven visuals
- Actionable insights across revenue, geography, product, and customer dimensions



Next Steps for Client:

- Use dashboards for quarterly reviews and strategy planning
- Extend model to future years or additional categories if needed