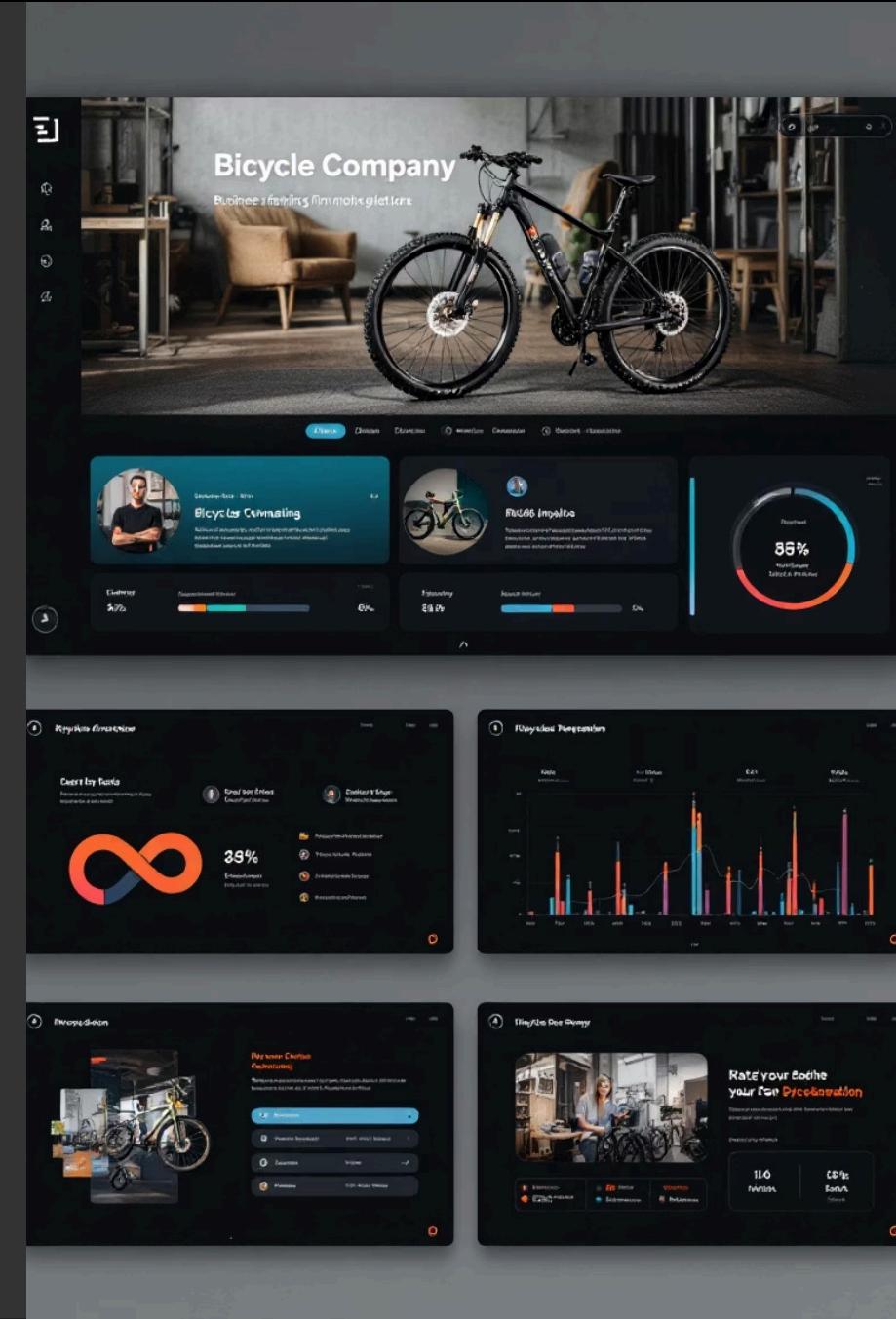


Adventure Works Power BI Dashboard Project



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

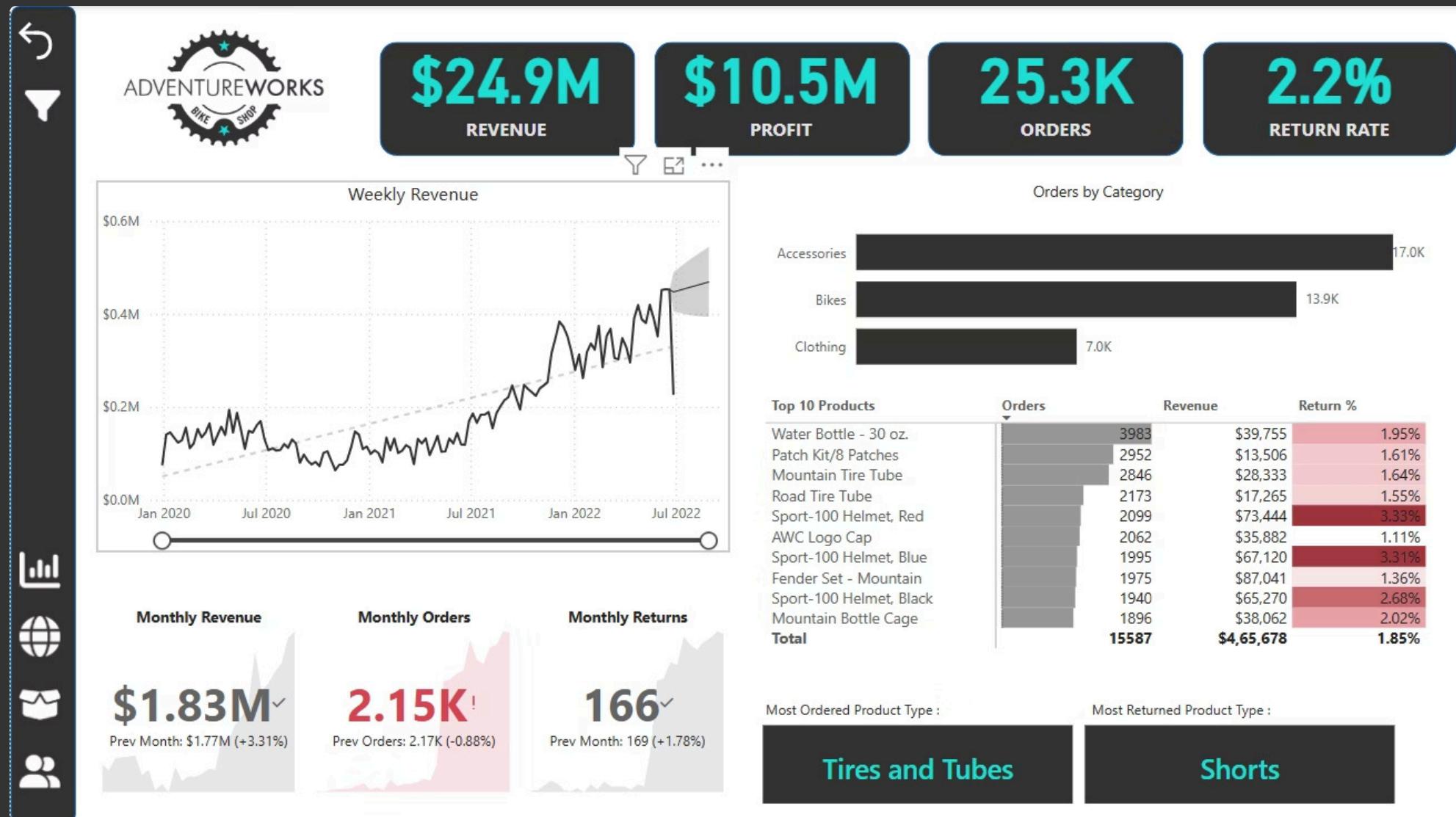
Opens Customer Details Dashboard



Dashboard Icon

Returns to Excel Dashboard

Dashboard – Excel Dashboard



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:

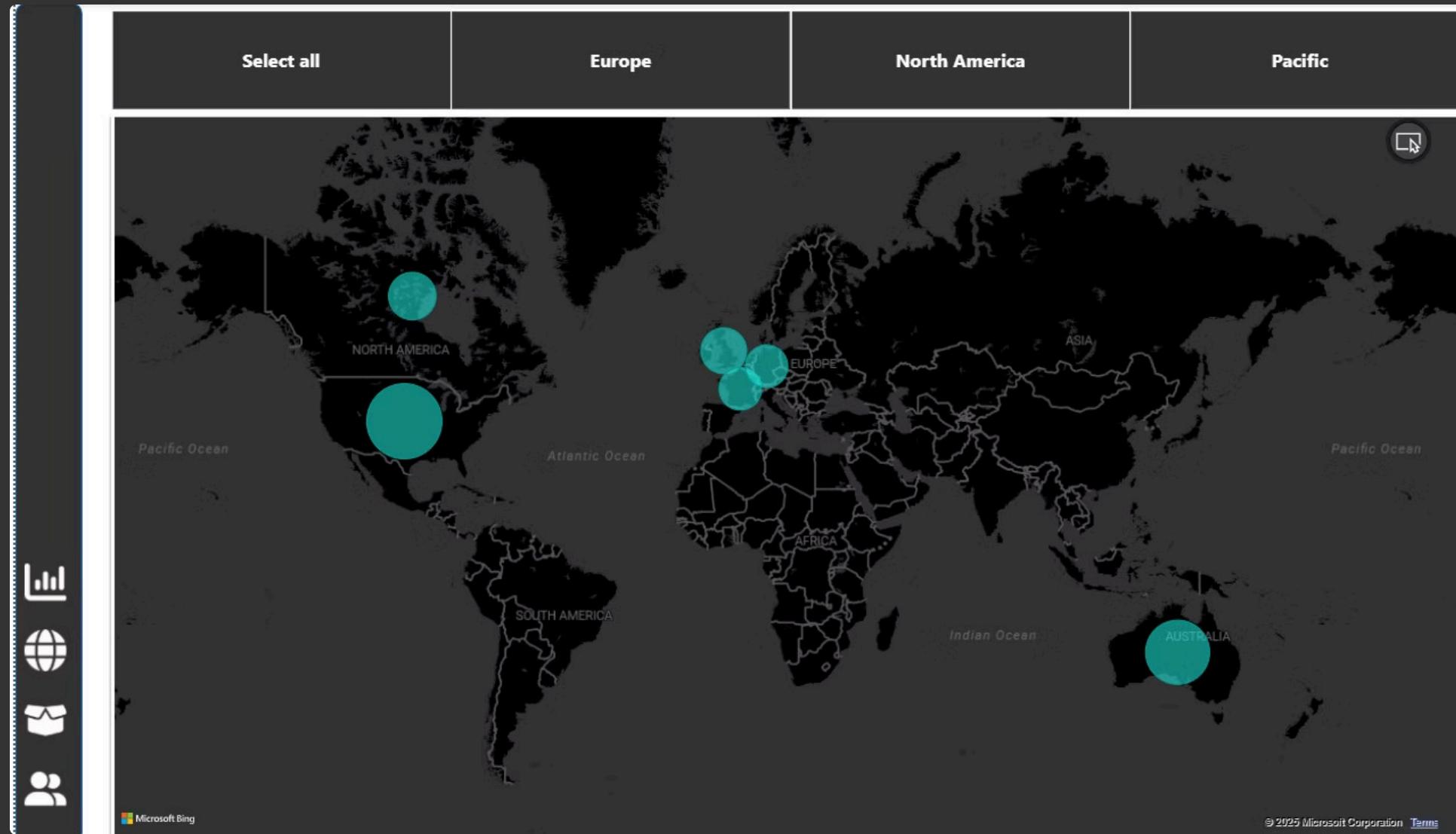
1. **Revenue Growth:** Healthy performance with continued upward trajectory over 3 years suggests successful product strategy and customer acquisition.
2. **Top Contributors:** Accessories dominate sales volume, but helmets and tire products drive both revenue and returns—highlighting areas for quality 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

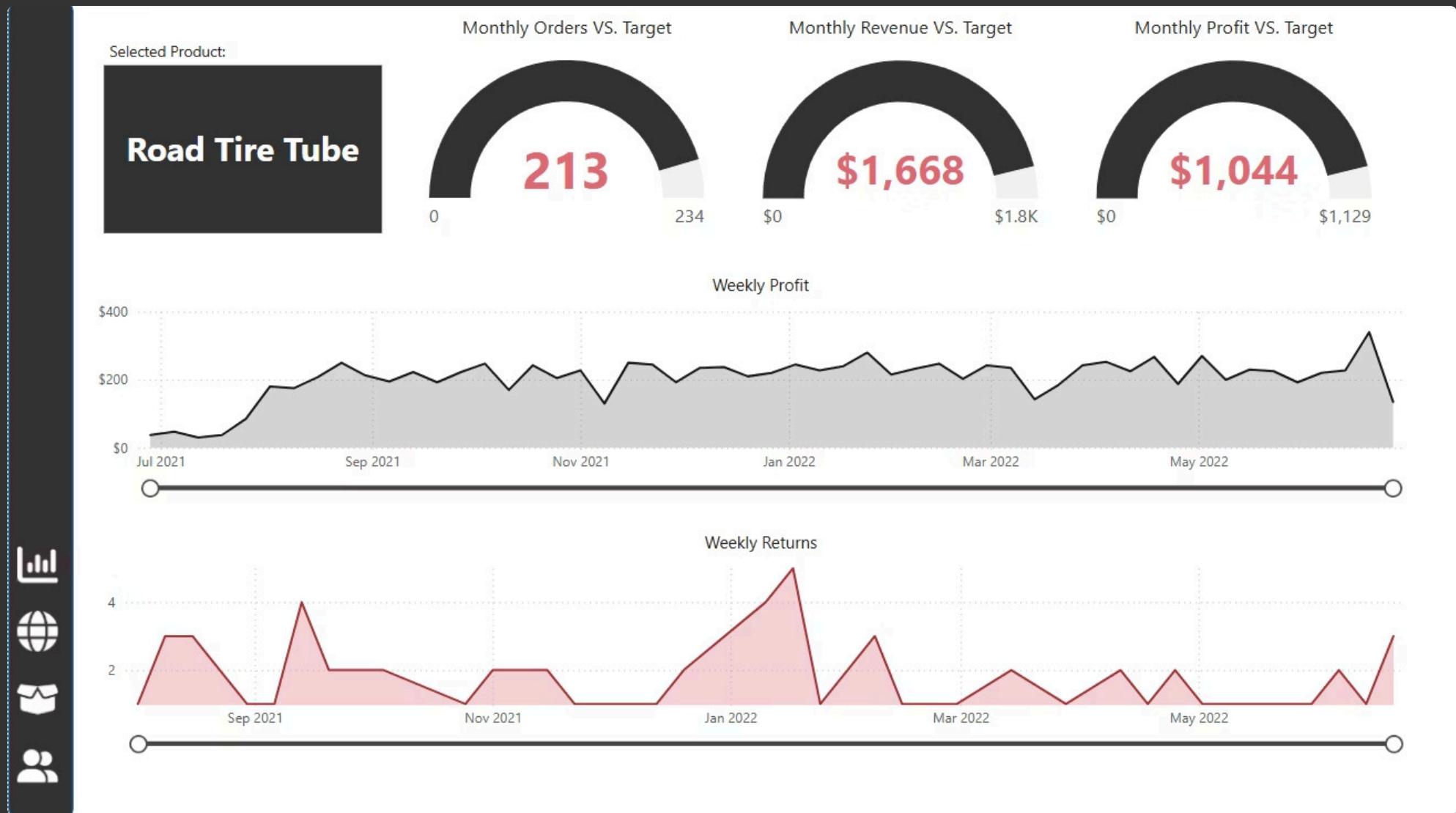
Usage:

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



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:

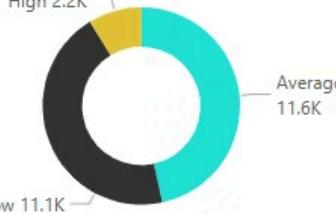
- Product: Road Tire Tube
- Weekly returns show seasonal spikes
- Margins are strong despite minor return issues

Dashboard – Customer Details Dashboard

17.4K
UNIQUE CUSTOMERS

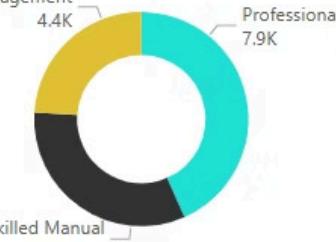
\$1.4K
Average Revenue per Customers

Orders by Income Level



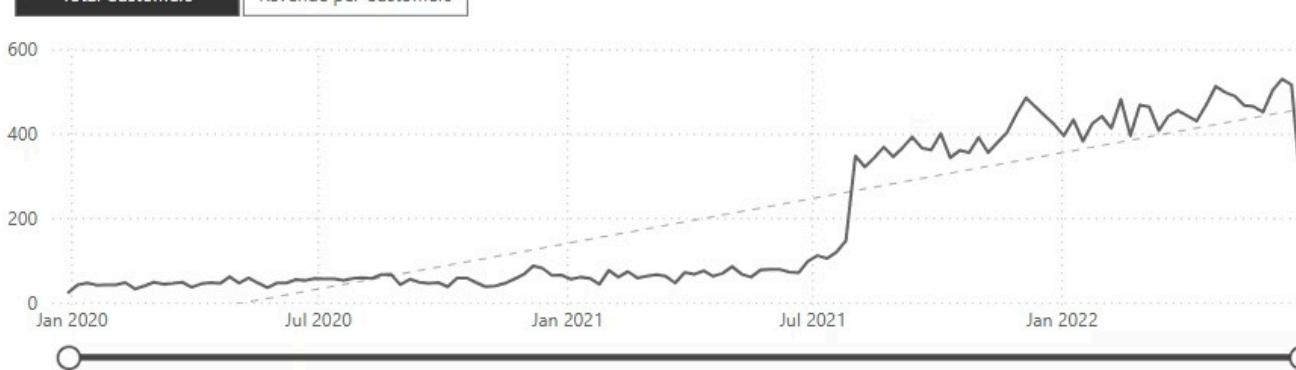
High 2.2K	Average 11.6K	Low 11.1K
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Orders by Occupation



Management 4.4K	Professional 7.9K	Skilled Manual 6.0K
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Total Customers Revenue per Customers



Total 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree	4	\$9,718
Total		1272	\$6,15,329

2020
2022

Total Customers (By Revenue) :

Mr. Maurice Shan

Orders

6

Revenue

\$12.41K

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

Presented by:

Dharmesh Parmar

Email:

Dhparmar2119@gmail.com

Date:

Jan2025

