Production Dashboard by Priority and Shipping Type – Power BI

1. General Project Description

This project consists of developing an interactive Power BI dashboard aimed at analyzing production and shipping performance based on priority level, shipping type, and customer category. The main goal is to provide a visual tool that enables data-driven decision-making, optimizes operational resources, and helps understand logistical behavior over time.

2. Project Objectives

Identify patterns and trends in shipping volumes.

- Analyze operational workload according to priority levels.
- Evaluate the performance of different shipping types.
- Determine the most relevant customer segments.
- Detect months with the highest production.
- Provide clear KPIs for strategic decision-making.

3. Applied Methodology (Data Analyst)

- Data collection and understanding
- Data cleaning and preparation
- Data modeling using DAX
- Visualization development in Power BI

4. Dataset

- Total records: ~56,000 shipments
- Columns: Date, Priority, Shipping Type, Customer Type, Status, Quantity

5. Main KPIs

- Total shipments: 56,000
- High Priority: >20,000
- Most used shipping type: Regular Air (41,102)
- Main customer segment: Distributors (31,000)

- Months with highest production: July, April, October, February

6. Insights

- High priority dominates operational workload.
- Distributors are the key customer segment.
- Regular Air is the most frequently used service.
- Seasonal production peaks detected.

7. Conclusions

The dashboard provides a clear view of logistical performance, supports planning optimization, and enables strategic evaluation of services.

8. Personal Contribution

- Clear and professional design
- Use of DAX and Power Query
- Strategically defined KPIs
- Presentation of actionable insights

👩‍💻 *Project Developed by Gladys Ramos – Data Analyst*