Stakeholder Engagement Dashboard - Power BI Project

■ Stakeholder Engagement Dashboard – Power BI Project Overview This Power BI dashboard provides insights into stakeholder engagement across departments and time periods. It's designed to help organizations monitor performance, identify trends, and make data-driven decisions. Project Goals Visualize stakeholder activity and feedback Track KPIs like engagement frequency, satisfaction, and response time Enable drill-through analysis for deeper insights Tools Used Power BI Desktop Excel (for data source simulation) DAX for calculated metrics GitHub for version control Skills Demonstrated Data modeling and transformation DAX calculations Interactive report design Business storytelling through visuals Data Structure Table 1: Stakeholder_Data Column Name Data Type Description Sample Values StakeholderIDTextUnique identifierSTK001, STK002, STK003 StakeholderNameTextFull nameJohn Smith, Sarah Johnson, Mike Chen DepartmentTextDepartment/DivisionHR, Finance, IT, Marketing, Operations StakeholderTypeTextCategory of stakeholderInternal, External, Partner, Customer ContactEmailTextEmail addressjohn.smith@company.com JoinDateDateWhen they became a stakeholder01/01/2023, 15/03/2023 RegionTextGeographic locationNorth America, Europe, Asia Pacific PriorityTextEngagement priorityHigh, Medium, Low Table 2: Engagement_Activities Column Name Data Type Description Sample Values ActivityIDTextUnique activity identifierACT001, ACT002 StakeholderIDTextLinks to Stakeholder_DataSTK001, STK002 ActivityDateDateWhen activity occurred15/01/2024, 22/02/2024 ActivityTypeTextType of engagementMeeting, Email, Survey, Workshop ChannelTextCommunication methodFace-to-face, Video Call, Email, Phone Duration_MinutesNumberLength of engagement30, 60, 90, 120 Table 3: Feedback_Scores Column Name Data Type Description Sample Values FeedbackIDTextUnique feedback identifierFB001, FB002 ActivityIDTextLinks to Engagement_ActivitiesACT001, ACT002 SatisfactionScoreNumber1-5 rating scale1, 2, 3, 4, 5 ResponseTime_HoursNumberHours to respond2, 4, 8, 24, 48 EngagementQualityTextQualitative assessmentExcellent, Good, Fair, Poor NPS_ScoreNumberNet Promoter Score-100 to 100 DAX Calculations // Total Stakeholders Total Stakeholders = DISTINCTCOUNT(Stakeholder_Data[StakeholderID]) // Average Satisfaction Score Avg Satisfaction = AVERAGE(Feedback_Scores[SatisfactionScore]) // Average Response Time Avg Response Time = AVERAGE(Feedback_Scores[ResponseTime_Hours]) // Engagement Frequency (activities per stakeholder) Engagement Frequency = DIVIDE(COUNTROWS(Engagement_Activities), DISTINCTCOUNT(Engagement_Activities[StakeholderID])) // Satisfaction Target Achievement Satisfaction Achievement = VAR CurrentSat = [Avg Satisfaction] VAR Target = 4.0 RETURN IF(CurrentSat >= Target, "Met", "Not Met") // Monthly Engagement Trend Monthly Engagement = CALCULATE(COUNTROWS(Engagement_Activities), DATESMTD(Engagement_Activities[ActivityDate])) Dashboard Design Page 1: Executive Summary KPI Cards: Total Stakeholders, Average Satisfaction Score, Average Response Time, Engagement Frequency Line Chart: Engagement Trends Over Time Bar Chart: Department Engagement Comparison Donut Chart: Stakeholder Distribution Gauge Chart: Satisfaction Score vs Target Page 2: Detailed Analysis Matrix Table: Stakeholder metrics Scatter Plot: Engagement Frequency vs Satisfaction Score Heat Map Calendar: Engagement activities by date Filters and Slicers Date Range Slicer Department Dropdown Stakeholder Type Region Priority Level Sample Data Outputs Key Insights from Sample Data: Average Satisfaction Score: 4.1/5.0 (exceeds target of 4.0) Average Response Time: 4.8 hours (well below target of 24 hours) Total Stakeholders: 20 across 6 departments Engagement Frequency: 2.5 activities per stakeholder Most Active Department: IT and HR Preferred Communication: Video Calls (45% of activities) Performance Against Targets KPI Target Actual Status Satisfaction Score4.04.1✓ Met Response Time (hours)244.8✓ Exceeded Engagement Frequency2.52.5✓ Met NPS Score77.2✓ Exceeded Contact Information If you're a company looking for a data-driven professional with a healthcare and education background, feel free to reach out! ■ Email: ianarafer@gmail.com ■ LinkedIn: linkedin.com/in/ianarafernandes/