

# Power BI Sales Opportunity Dashboard



## Project Overview

This Power BI Sales Opportunity Dashboard provides a complete view of sales performance across key metrics such as revenue, deal stages, customer insights, and sales rep performance. The dashboard was built using a clean, interactive layout that helps decision-makers quickly spot trends and identify areas for improvement.



## Key Insights

- **Sales Pipeline Overview:** Tracks opportunities across all stages to show pipeline value and conversion movement.
- **Revenue Performance:** Summaries of won, lost, and open opportunities.
- **Top Performing Sales Reps:** Highlights individuals contributing the highest value deals.
- **Customer Segment Trends:** Shows which customer groups drive the most opportunities.
- **Time-Based Analysis:** Monthly and quarterly breakdowns for trend spotting.



## Tools Used

- **Power BI** for data modelling, DAX, and visualization.
- **Excel / CSV** as the primary data source.
- **Power Query** for data transformation.



## Project File Structure

```
|-- Sales-Opportunity-Dashboard
|   |-- data/
|   |   |-- sales_data.csv
|   |-- pbix/
|   |   |-- Sales_Opportunity_Dashboard.pbix
|   |-- images/
|   |   |-- dashboard_screenshot1.png
|   |   |-- dashboard_screenshot2.png
|   |-- README.md
```

## What I Learned

- Building interactive KPIs and drill-through pages.
- Creating calculated measures using DAX.
- Cleaning and organizing multiple datasets.
- Designing executive-friendly dashboards.

## Dashboard Preview

(Add your dashboard screenshot here)

## How to Use

1. Download the `.pbix` file from the `pbix` folder.
2. Open it in Power BI Desktop.
3. Refresh the data source if needed.
4. Explore visuals, filters, and drilldowns.

## Author

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If you'd like, I can also generate a version for your HR dataset dashboard or create separate README files for multiple projects.