

## **User Story 2 – Executive Analytics & KPI Governance (Power BI)**

As a CXO, standardized service KPIs are required so that leadership decisions are based on consistent, governed, and reliable metrics across all regions.

To address this requirement, Power BI is used to build an executive analytics dashboard focused on trends, exceptions, and root-cause indicators. A centralized KPI governance approach is followed to ensure that the same KPI definitions are used consistently across all reports and regions.

### **KPI Governance:**

All KPIs are formally defined and documented before implementation. For example, SLA Breach is defined as a case where the ticket is resolved after the SLA target time or remains unresolved beyond the SLA deadline. This single definition is reused across all Power BI visuals to avoid inconsistent interpretations.

### **Power BI Dashboard Design:**

The Power BI dashboard includes the following views:

- Trends showing ticket volume and SLA compliance over time
- Exception analysis highlighting SLA-breached cases
- Root-cause indicators based on region, priority, and case category

Calculated measures are used to compute KPIs such as SLA Compliance percentage and breach counts. This ensures flexibility and maintains data consistency across visuals.

### **Data Storytelling & Insights:**

The dashboard is designed to guide leadership from high-level trends to specific problem areas. Visuals clearly highlight regions or priorities with repeated SLA breaches, enabling data-driven decision making.

### **Refresh & Licensing Considerations:**

The Power BI report uses scheduled refresh based on business needs. Power BI Pro licensing is considered for leadership users, and refresh frequency is planned to balance performance and cost constraints.

The screenshot shows the Microsoft Power BI desktop application interface. The ribbon menu at the top includes options like File, Home, Insert, Transform, Visualizations, and Publish. A message in the center says "This tool is being phased out. Click here to explore alternatives." Below the ribbon, there are various data source and visualization icons. On the left, a navigation pane lists "Contoso\_ServiceData" with fields: CaseID, CreatedDate, Priority, Region, ResolvedDate, and SLA\_Status. The main workspace displays a table titled "Total Cases" with the following data:

CaseID	Region	Priority	SLA_Status
C001	India	High	Breached
C002	USA	Medium	Met
C003	India	Low	Met
C004	UK	High	Breached
C005	USA	High	Met

Below the table, a map visualization titled "Region and CaseID" shows five points corresponding to the data in the table. The legend indicates: CaseID C001 (blue), C002 (orange), C003 (red), C004 (purple), and C005 (pink). The status bar at the bottom shows the weather as "23°C Sunny".

In this Power BI dashboard screenshots are included to demonstrate KPI trends, exceptions, and root-cause indicators using sample service data.