FAST

Data Analyst: Maria Monchot

Client/Sponsor: Artech (Data Analysis Internship)

Purpose:

The purpose of this project is to analyze and visualize the operational, financial, and customer satisfaction performance of FAST, a fictional ride-hailing company similar to Uber or Cabify. The goal is to develop a professional Power BI dashboard that allows stakeholders to understand key KPIs, usage patterns, revenue, and vehicle performance, supporting decision-making and business monitoring.

Scope / Major Project Activities:

Activity	Description
Data Collection & Integration	*Preparation and integration of a fictional dataset provided by Artech, including information on rides, drivers, customers, and vehicles.*
Data Cleaning & Transformation (Power Query)	*Column normalization, quality control, creation of a calendar table, calculation of time differences, and preparation of data for analysis.*
DAX Measures & KPIs	*Creation of key measures such as Total Rides, Total Revenue, Avg Revenue per Ride, Avg Revenue per Customer, Avg Driver Rating, Avg Revenue per KM, Cancelled Rides, and Cancellation Rate.*
Dashboard Design & Visualization	*Construction of interactive dashboards with internal navigation, dynamic slicers, KPIs in cards, and visualizations such as Donut, Line, Column, and Matrix charts, structured by sections: Home, Overall, Revenue, Cancellation, and Vehicle.*
Design in Figma	*Creation of the logo, color palette, and consistent visual elements for all dashboard pages.*
Testing & Validation	*Verification of calculations, dynamic filters, and visual consistency to ensure accuracy and usability of the dashboard.*

This project does not include:

- *Integration of real customer or financial transaction data.*
- *Analysis of years other than 2024.*
- *Implementation of automated ETL processes outside Power BI.*
- *Development of mobile versions or external applications.*

Deliverables:

Deliverable	Description/ Details
Power BI Dashboard	*Interactive dashboard with five main sections: Home, Overall, Revenue, Cancellation, and Vehicle, including KPIs and dynamic visualizations.*
Design Assets	*Logo, color palette, and graphic elements created in Figma for the dashboard.*

Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
Dashboard Design & Layout	*07/10/2025*	*Construction of visualizations, navigation, and Figma design.*
Data Cleaning & Transformation	*09/10/2025*	*Preparation of data using Power Query.*
DAX Measures Development	*15/10/2025*	*Creation of KPIs and dynamic measures in Power BI.*
Testing & Validation	*17/10/2025*	*Review of metrics, slicers, and visual consistency.*
Final Delivery	*18/10/2025*	*Delivery of the complete dashboard and project documentation.*

*Estimated date for completion: *18/10/2025*