# Code Basics Resume Project Insights

# This is my submission for [codebasics](https://www.linkedin.com/company/codebasics/) Resume Project Challenge for month of december.  [#codebasicsresumeprojectchallenge](https://www.linkedin.com/feed/hashtag/?keywords=codebasicsresumeprojectchallenge&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A7006180675951181824) ---------------------------------------------------------------------------- Key Information Related to the Project: 1. Tool Used: Microsoft Power BI 2. Project Domain: Telecom 3. Function: Executive Management ---------------------------------------------------------------------------- Business Problem Outline: AtliQo is one of the leading telecom providers in India and launched it’s 5G plans in May 2022 along with other telecom providers. However, the management noticed a decline in their active users and revenue growth post 5G launch in May 2022. AtliQo’s business director requested their analytics team to provide a comparison report of KPIs between the pre-and post-periods of the 5G launch. The management is keen to compare the performance between these periods and get insights that would enable them to make informed decisions to recover their active user rate and other key metrics. They also wonder if they can optimize their internet plans to get more engaged users. ---------------------------------------------------------------------------- Tasks: 1. To create a comparison report based on the metrics provided. 2. To create an easy-to-understand and self-explanatory report for the top-level management, so that they can get fruitful insights to make crucial decisions towards making sales growth. ---------------------------------------------------------------------------- Key Takings from the Project: 1. To understand the client’s requirements by studying the metrics list provided from the client’s end. 2. Using DAX for creating measures and calculated columns required for calculating the metrics provided along with the data. 3. Using simple and clear visuals for creating fruitful insights. 4. Using custom tooltips for providing more information without cluttering the dashboard with excess visuals. 5. Designing a clean, attractive & interesting dashboard. ----------------------------------------------------------------------------