### 📊 Awesome Chocolates Power BI Dashboard

#### 🔹 Project Overview

This project presents a comprehensive Power BI dashboard developed for **Awesome Chocolates**, visualizing key business performance metrics including sales, costs, profit, and shipments across various regions and product categories.

#### 🎯 Objective

To track and analyze monthly business performance and enable decision-makers to:

* Monitor KPIs like Total Sales, Profit %, and MoM/YoY changes
* Evaluate salesperson-level contributions and profit margins
* Analyze shipment trends and box volumes
* Slice insights by Product Type and Country

#### 📈 Key Features

* 📦 **KPI Cards**: Showcasing Total Sales ($34.04M), Profit ($20.52M), Shipments (6.1K), and Costs ($13.52M) with MoM comparisons.
* 🌎 **Region and Product Filters**: Buttons allow quick filtering by country and product type.
* 🧮 **Time Series Line Chart**: Monthly trend of sales.
* 🚢 **Shipment Distribution Histogram**: Visualizing shipment volume by size.
* 👤 **Salesperson Table**:
  + Sales, Profit, Profit %, LBS % with data bars and icons
  + Conditional formatting highlights high and low performers
* 📅 **Calendar Table**: Supports time intelligence (MoM, YoY, YTD)

#### 💡 DAX Highlights

* Used DAX to compute:
  + MoM Sales Change %
  + YoY Sales Change %
  + Profit %
  + Total Sales Previous Year, Current Year (YTD)
* Used VAR, CALCULATE, DATESYTD, SAMEPERIODLASTYEAR, and DIVIDE functions for efficiency and clarity.

#### 🛠 Tools & Skills

* **Power BI Desktop**
* **DAX (Data Analysis Expressions)**
* **Data Modeling** with star schema
* **Power Query** for data cleaning and calendar table creation

#### 📌 What I Learned

* Creating dynamic KPIs using time intelligence
* Building user-friendly dashboards with slicers and icons
* Optimizing DAX measures with VAR and performance-friendly patterns

#### 📁 Data Source

Synthetic chocolate sales and shipment data modeled in a star schema (Fact: Shipments, Dimensions: Products, People, Calendar, Locations)