

## **Project Title:** Retail Performance Dashboard – Advanced Power BI Solution

### **Project Description:**

Developed a robust and interactive **Retail Performance Dashboard** using **Microsoft Power BI** to deliver real-time insights into retail operations. This solution integrates advanced data visualizations, automation, and live data connectivity to monitor critical metrics such as total sales, profit margins, sales trends, and performance against annual goals.

The dashboard is powered by **Google connectors**, enabling seamless integration with live data sources such as **Google Sheets**, ensuring up-to-date reporting and consistent data flow. Users can leverage advanced filtering to drill down by **region, product category, or sales channel**, allowing for granular analysis of business performance.

### **Key Features:**

- **Sales & Profit Overview:** Visual representation of total sales, profit, and goal tracking across time periods.
- **Real-Time Data Integration:** Live data updates using Google connectors for continuous monitoring.
- **Dynamic Filtering:** Customizable filters for region, product, and sales channel analysis.
- **Trend Analysis:** Daily, weekly, and monthly trend insights to support forecasting and planning.
- **Decision Support:** Converts raw retail data into actionable intelligence to support strategic decisions.

### **Technologies Used:**

- **Power BI** – for dashboard creation, data modeling, and visual analytics.
- **Google Sheets & Google Connectors** – for live data integration and real-time updates.
- **DAX** – for creating custom metrics and performance logic.
- **Microsoft Project & Office Suite** – for project planning and reporting support.

### **Outcome:**

Enabled retail stakeholders to gain deep, real-time insights into business performance,

identify growth opportunities, and make faster, data-driven decisions that drive profitability and efficiency.

### Skills Applied:

Business Intelligence (BI) · Data Modeling · Power BI · Data Visualization · Retail Analytics · DAX · Google Sheets · Real-Time Reporting · Strategic Decision-Making

