

Project Title:**Survey Data Analysis – Power BI Dashboard Project**

Objective:

The objective of this project is to analyze survey responses to uncover trends and actionable insights. The dashboard provides a detailed view of overall satisfaction, recommendation rates, department and gender-based satisfaction levels, and open feedback distribution.

Dataset Used:**Survey_Data_Analysis.xlsx**

This dataset includes simulated survey responses collected from 200 individuals. Each record contains:

- Respondent ID
 - Age
 - Gender
 - Department
 - Satisfaction Score (1 to 5)
 - Recommendation (Yes/No)
 - Feedback
 - Response Date
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Tools Used:

- Microsoft Excel (for data preparation)
 - Microsoft Power BI Desktop (for dashboard creation and analysis)
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Visuals Included in the Dashboard:

1. **KPI Cards:**
 - **Total Responses:** 200
 - **Average Satisfaction Score:** 3.07

- **Recommendation Rate (Numeric):** 0.47 (47%)
 - 2. **Donut Chart – Recommend Us?**
 - Shows distribution of “Yes” vs “No” recommendations
 - 47% of respondents recommend the service
 - 3. **Line Chart – Responses Over Time:**
 - Tracks daily response volume from October to November 2024
 - Identifies high-activity days and trends in engagement
 - 4. **Bar Chart – Average Satisfaction by Department:**
 - Highlights average satisfaction by Finance, HR, IT, Marketing, and Operations
 - Operations (3.20) and Marketing (3.19) had the highest scores
 - 5. **Bar Chart – Satisfaction by Gender:**
 - Male: 3.26, Female: 3.02, Other: 2.93
 - 6. **Table – Feedback Count by Department:**
 - Lists the number of responses received from each department
 - IT (45) and Operations (49) had the most participation
 - 7. **Slicers / Filters Panel:**
 - Department
 - Gender
 - Date of Response
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Key Metrics (DAX Measures Used):

- **Total Responses:**
 - Total Responses = COUNT('Table'[Respondent ID])
 - **Average Satisfaction:**
 - Avg Satisfaction = AVERAGE('Table'[Satisfaction (1-5)])
 - **Recommendation Rate (Percent):**
 - Recommend Rate =
 - VAR YesCount = CALCULATE(COUNT('Table'[Respondent ID]), 'Table'[Recommend Us?] = "Yes")
 - RETURN DIVIDE(YesCount, COUNT('Table'[Respondent ID]), 0)
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Conclusion:

This Power BI dashboard enables clear understanding of user satisfaction and recommendation patterns across departments and demographics. Interactive filters allow deeper dives into specific user groups. The dashboard provides actionable insights to improve areas with lower satisfaction and understand behavior over time.

The project demonstrates skills in data cleaning, DAX measure creation, categorical comparison, time-series visualization, and dashboard design — making it ideal for business or HR analytics portfolios.