**Project Title:**

**Sales Funnel Analysis – Marketing Conversion Dashboard (Power BI Project)**

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**Objective:**

To develop a dynamic and insightful Power BI dashboard that visualizes the customer journey across the sales funnel. The aim is to evaluate conversion effectiveness, analyze lead sources, and identify performance across regions and time.

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**Dataset Used:**

**Sales_Funnel_Analysis_Dataset.xlsx**

This dataset contains lead-level entries with the following fields:

- Lead ID
- Funnel Stage (Awareness, Interest, Consideration, Purchase)
- Region (North, East, South, West)
- Source (Website, Ads, Email, Referral, Social Media)
- Stage Date
- Revenue
- Converted (Yes/No)

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**Tools Used:**

- Microsoft Excel (for initial formatting)
- Microsoft Power BI Desktop (for data modeling and dashboard creation)

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**Dashboard Visuals & Insights:**

1. **KPI Cards (Top Row)**
   - **Total Leads**: 326
   - **Converted Leads**: 14
   - **Conversion Rate**: 7.00%
   - **Sum of Revenue**: 0 (filtered result)
2. **Funnel Chart – Count of Leads by Stage**
   - Visualizes the lead drop-off at each funnel stage:

- Awareness → Interest → Consideration
3. **Bar Chart – Count by Source**
    - Breaks down total leads by marketing source (Website, Ads, Email, etc.)
    - Highlights top lead generators
4. **Stacked Column Chart – Leads by Region and Stage**
    - Evaluates regional performance at each funnel stage
5. **Line Chart – Leads Over Time**
    - Tracks lead flow across months: Jan–Apr 2024
    - Useful for identifying demand trends
6. **Slicers for Interactivity**
    - **Converted** (Yes/No)
    - **Stage, Region, Source** (hierarchical filter)

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**DAX Measures Used:**

- **Total Leads:**
  Total Leads = DISTINCTCOUNT('Sales'[Lead ID])
- **Converted Leads:**
  Converted Leads = CALCULATE(DISTINCTCOUNT('Sales'[Lead ID]),
  'Sales'[Converted] = "Yes")
- **Conversion Rate:**
  Conversion Rate = FORMATE(DIVIDE([Converted Leads], [Total Leads], 0),"0.00%")
- **Revenue:**
  Total Revenue = SUM('Sales'[Revenue])

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**Key Takeaways:**

- Most leads are stuck at the **Awareness** stage, indicating a bottleneck.
- **Website and Ads** are the most effective lead sources.
- **South and West** regions are consistently strong performers.
- Conversion is low (7%), pointing to potential gaps in middle or lower funnel engagement.

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**Conclusion:**

This Power BI dashboard offers a centralized, easy-to-navigate view of the sales funnel. Through strategic visual storytelling and dynamic filtering, it enables marketers and decision-makers to optimize lead generation efforts, identify drop-off stages, and adjust outreach strategies for improved conversion.