

1. How do you decide which KPIs to display on a dashboard?

Answer: I choose KPIs based on the business objective and the audience. For example, in a sales dashboard, I focus on KPIs like Total Sales, YoY Growth, Profit Margin, and Customer Segment Performance. I align these KPIs with decision-making needs—executives want trends and high-level metrics, while analysts may need detailed breakdowns.

2. What makes a dashboard “interactive” and user-friendly?

Answer: An interactive dashboard lets users explore data dynamically using slicers, drill-through, filters, and tooltips. A user-friendly dashboard includes:

Clear labels and KPIs

Responsive visuals

Consistent color themes

Minimal clutter

Features like slicers for Product Category, Region, and Time

It gives users control to answer their own questions without needing to modify the report.

3. Explain how you would build a time-based sales comparison dashboard.

Answer:

I start by creating a Date Table using `CALENDAR()` and link it to Order Date.

Add time-based columns like Year, Month, Month-Year.

Use DAX to calculate:

Total Sales

YoY Sales = comparison with `SAMEPERIODLASTYEAR()`

MoM Growth = difference with `PREVIOUSMONTH()`

Visuals:

Line Chart for trend over time

Bar Chart by category or region

Cards for summary KPIs

Add slicers for Date, Product Category, etc.

4. What are slicers, and how do they differ from filters?

Answer:

Slicers are visual filter controls placed on the report page. Users can click them to filter the data visually.

Filters can be applied at:

Report level (entire file)

Page level (current page only)

Visual level (individual visual)

Slicers are better for interactivity; filters are more for background control.

5. How can you optimize a dashboard that runs slowly with a large dataset?

Answer:

Use DAX measures instead of calculated columns where possible.

Avoid using complex visuals like maps with too many data points.

Reduce cardinality (unique values in a column).

Limit visuals on one page.

Use aggregated tables and data modeling best practices.

Use Power Query to filter data before loading.

6. What are measures and calculated columns in Power BI?

Answer:

Measures are calculations performed at query time, using DAX, e.g., Total Sales = SUM(Financials[Sales]). They depend on context (slicer, visual, etc.).

Calculated Columns are added to the data table and computed during data load. They behave like physical columns.

✔ Use measures for performance and flexibility.

7. How do you ensure a dashboard tells a story, not just shows data?

Answer:

By:

Starting with KPIs that answer business questions.

Structuring the layout: Cards → Charts → Tables.

Using dynamic titles, tooltips, and color cues.

Highlighting trends (e.g., YoY growth).

Keeping users in mind—each element should help them take action.

8. Describe a time you had to simplify a complex dataset into an easy-to-read dashboard.

Answer Example:

In my recent project using Financial Sample.xlsx, the dataset included multiple fields like Product Category, Segment, Country, and detailed transaction records. I simplified it by:

Creating a clear date hierarchy using a Date Table

Aggregating key metrics like Sales, Profit, and YoY Growth

Designing a layout with cards, charts, and slicers

Using DAX to calculate measures instead of adding clutter with extra columns

This made it easy for stakeholders to quickly identify sales trends, top-performing products, and areas needing attention.