2015 Revenue Opportunities Overview

In this project, I used Power BI to analyze and create an interactive dashboard from a ‘Revenue Opportunities’ dataset with the goal of tracking opportunities and revenue by region, state, sales stage, and channel.

**Data Acquisition**: The data was obtained as a built-in sample in the Power BI service and a .pbix Power BI Desktop file. Hence, I didn’t have the priviledge of checking through or performing any data cleaning process.

**Dashboard**: The elements of my dashboard are as follows;

* Cards: The dashboard contains 2 cards. One presents the total opportunity revenue for year 2015 while the other shows the total number of opportunities as recorded in our dataset.
* Slicers: In order to filter the dataset, 2 slicers were added. These are the month name and product name.
* Tree Map: This is used to show the number of opportunities available in each region. Furthermore, upon right clicking on a region, and clicking the drill down option, the number of opportunities available in each state within that region is also made available.
* Clustered Bar Chart: Represents the number of opportunities available in each of the 5 sales stages.
* Stacked Column Chart: Shows a breakdown of the revenue generated through a total of 100 business partners
* Line and Stacked Column Chart: Number of revenue opportunities available monthly as well as the total revenue generated in each of these months.
* ToolTip: A tooltip was created to depict the revenue generated by each of the 3 business segments throughout the year 2015.

In summary, the interactive nature of my dashboard makes it possible to answer questions such as,

* Which is the top region by revenue?
* Which are the top states by revenue?
* Which are the top states by opportunity count?
* What is the opportunity count by state (as a map)?