Power BI Project – Yassir Business Performance Dashboard

Project Overview:

This project presents a **Power BI dashboard** that analyzes the performance of a fictional company inspired by **Yassir**, a popular ride-hailing and delivery platform operating in North Africa.

The dashboard provides insights into **ride services**, **delivery operations**, **drivers' performance**, **customer feedback**, and **financial results**.

The objective is to simulate a real-world **data analysis case** and demonstrate practical skills in **data modeling, DAX calculations, and interactive visualization** using Power BI.

Objectives:

- Visualize the company’s overall performance using key metrics (KPIs).

- Analyze **drivers’ acceptance and cancellation rates**.

- Evaluate **customer satisfaction** based on delivery and ride metrics.

- Track **financial efficiency** through expense/revenue ratios and profit margins.

- Identify **trends and opportunities** to optimize services.

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Dataset Description:

The dataset was synthetically generated to simulate Yassir’s business data and contains six main tables:

| Table Name | Description |

| **Course** | Ride service data (duration, distance, price, rating, date) |

| **Livraison** | Delivery operations including delivery time, distance, satisfaction score |

| **Chauffeur-Livreur** | Driver details (type, city, acceptance/cancellation rate, averages) |

| **Client** | Customer profiles and types (ride, delivery, both) |

| **Feedback** | Customer feedback including type (complaint/compliment), comments, and dates |

| **Finance** | Financial data by service and date (revenues, expenses) |

Data Model

All tables were imported from Excel into Power BI and linked using key relationships such as:

- **Driver ID**, **Client ID**, **Transaction ID**, and **Date**.

The model allows cross-table analysis between operational, financial, and customer dimensions.

(Optional: insert a screenshot of your data model if available)

Dashboard Structure

Section	Description
1. Overview	Company-wide KPIs (revenues, expenses, growth rate, profit margin)
2. Ride Analysis (Course)	Duration, distance, average price, and satisfaction rating
3. Delivery Analysis	Scatter plot – Delivery time vs. satisfaction score
4. Driver Performance	Acceptance rate, cancellation rate, and average rating
5. Customer Feedback	Distribution of compliments and complaints
6. Finance	Expense/Revenue ratio and margin per service and month

Visual Examples

Here are some visuals included in the report:

- **KPI Card:** Total Revenues vs Previous Month
- **Bar Chart:** Expense/Revenue ratio by service
- **Scatter Plot:** Delivery Time vs Customer Satisfaction
- **Donut Chart:** Feedback Type Distribution
- **Line Chart:** Monthly Revenue Growth

(Optional: add screenshots of your dashboard in an `/assets` folder)

Key Insights

- Deliveries with **shorter times** receive **higher satisfaction ratings**.
- Drivers with **high acceptance rates** tend to maintain **better average scores**.
- The **Delivery Service** shows the highest expense/revenue ratio (less profitable).
- **Global revenue** shows an upward trend with a positive growth rate month-over-month.

Tools & Technologies

- **Power BI Desktop** – Data modeling, DAX, and visualization
- **Excel** – Data storage and cleaning
- **DAX** – Calculated measures and KPIs
- **GitHub** – Version control and portfolio sharing