



ZIBAN BANK BUSINESS PERFORMANCE REPORT (2025)

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1. Introduction

This report presents a comprehensive business performance analysis of Ziban Bank between 2021 and 2025. The goal was to evaluate trends across three core department Finance, Human Resource, and Marketing by leveraging Power BI for data visualization and KPI monitoring.

The insights provide management with clear view of operational efficiency, workforce stability, and marketing performance, enabling data-driven decision making and long-term growth strategies.

2. Dataset Overview

The dataset used in this project was obtained from a reliable internal source, specifically the Human Resource and Finance departments of

Ziban Bank. It includes data spanning 2021 to 2025, capturing records related to employee information, marketing campaigns, and financial performance. Data Includes: Finance, HR, Marketing, Campaigns, and Operational Metrics.

Data confidentiality was maintained throughout, and the dataset is considered accurate and representative of Ziban Bank's operations.

3. Data Cleaning Process

Data cleaning was conducted in Power Query, involving the following steps:

- Imported and reviewed all three datasets (HR, Finance, Marketing).
- Removed duplicates and standardized formats.
- Ensured consistency across all tables.
- Renamed columns for clarity and standardization.
- Handled missing values appropriately.
- Replaced blank and null date fields with placeholder dates (e.g., 01/01/2020 for missing join dates and 01/10/2025 for exit dates).
- Ensured all numeric columns were properly formatted for aggregation and visualization.

Methodology

1. Data Source

- Dataset from Ziban Bank HR, covering 2021-2025.

2. Data Cleaning (Power Query)

- Removed duplicates and errors.
- Replaced blank Join/Exit Dates with placeholder dates to prevent calculation issues.

3. Data Transformation

- Created columns for Year, Month, Tenure, Exit Status, etc.

4. Data Modeling

- Built a star schema: Finance, HR, Marketing tables linked to central Date Table.
- Relationships: One-to-Many, Single cross-filter direction.

5. DAX Calculations

- Created measures for employee headcount, turnover, revenue, profit margin, ROI, etc.

6. Dashboard Design

- Built 4 dashboards: Executive Overview, Finance, HR, Marketing.
- Used Ziban colors (Purple, Green, Yellow, Orange and White) with slicers for Month and Year.

4. Data Modeling and Relationships

- Created a Date Table (2021-2025) and related it to Finance, HR, Marketing tables using date fields.
- Relationship type: One-to-Many (Date – Data tables)
- Purpose: Ensures slicers (Month/Year) filter all dashboards correctly.
- Emp_ID used for unique HR records.
- This structure enables accurate DAX calculations and interactive reports.

6. Findings & Insights

- Revenue and profit show steady growth across years
- HR headcount increased, turnover decreased
- Marketing ROI peaked at 635.8% in 2024
- Conversion rates improved with optimized campaigns.



Ziban Bank Executive Performance Overview (2021-2025)

"An integrated dashboard summarizing Finance, HR, and Marketing performance metrics"

Month

--	Jan	Feb
Mar	Apr	May
Jun	Jul	Aug

Year

2021

2025

6.25M

Finance Total Revenue

2.93M

Finance Net Profit

200

HR Emp_Headcount

53.7%

HR Turnover %

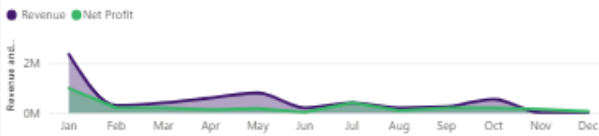
635.8%

MKT ROI (%)

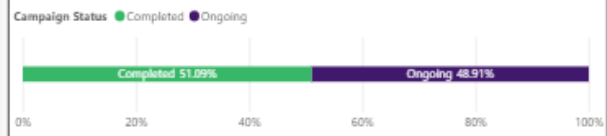
10.8%

MKT Conversion Rate (%)

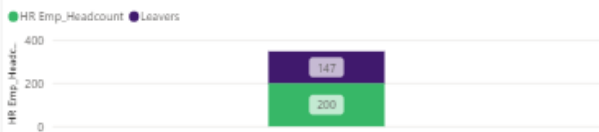
Monthly Revenue Trends



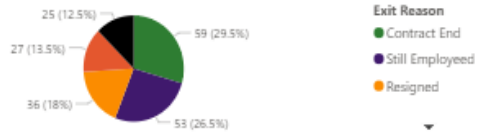
Marketing ROI by Campaign Status



HR Headcount & Leavers Over Time



Employee Distribution by Exit Reason



Finance Department Performance Overview

"A Summary of revenue, expenses, and profitability performance for fiscal year 2024-2025"

Month

<input type="checkbox"/> Jan
<input type="checkbox"/> Feb
<input type="checkbox"/> Mar
<input type="checkbox"/> Apr
<input type="checkbox"/> May
<input type="checkbox"/> Jun

Year

2021

2025

6.25M

Finance Total Revenue

3.93M

Total Expenses

2.93M

Finance Net Profit

46.9%

Profit Margin

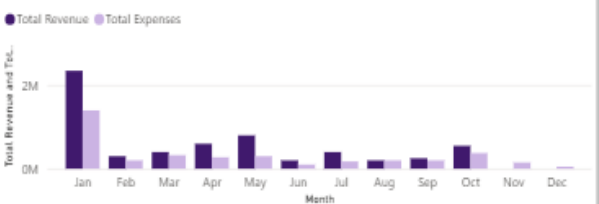
74.6%

Finance ROI (%)

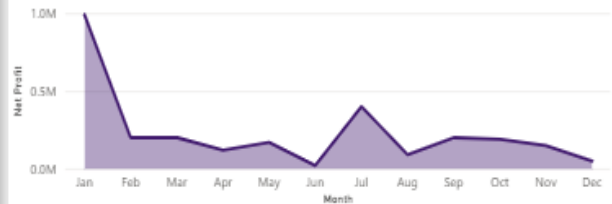
-94.3%

NetGrowthRate (%)

Monthly Revenue vs Expenses



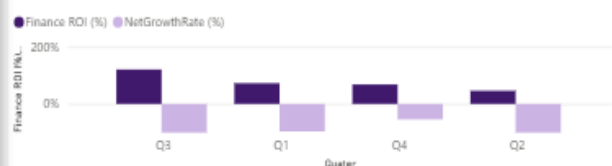
Net Profit Trend



Profit Margin Trend



Quarterly ROI and Net Growth Rate





HR Department Performance Overview

"A Summary of employee headcount, turnover, retention, and workforce trends (2021-2025)"

Month

- ☐ Jan
☐ Feb
☐ Mar
☐ Apr
☐ May
☐ Jun

Year

-

200

HR Emp_Headcount

147

Leavers

53

Active Employees

53.7%

HR Turnover %

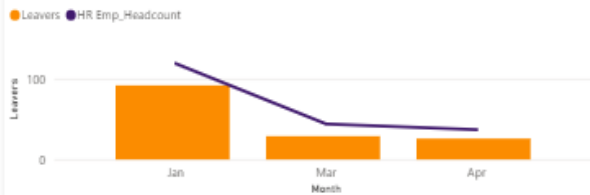
46%

Retention Rate

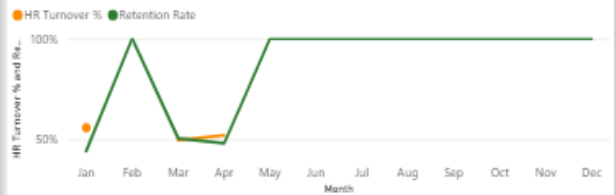
24.03

Average Tenure (Years)

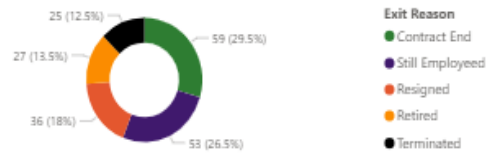
Employee Headcount vs Leavers



Turnover and Retention Trend



Employee Distribution by Exit Reason



Average Employee Headcount by Department



MKT Department Performance Overview

"A Summary of campaign performance, ROI, and conversion trends (2024)"

Quarter

- ☐ Q1
☐ Q2
☐ Q3
☐ Q4

Month

- ☐ Jan
☐ Feb
☐ Mar
☐ Apr
☐ May
☐ Jun

780.00K

MKT Total Revenue

635.8%

MKT ROI (%)

10.8%

MKT Conversion Rate (%)

5750

Total Leads

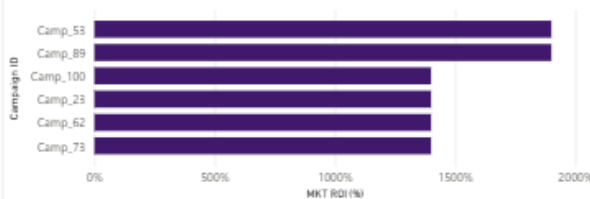
620

Total Conversions

27.27K

AVG Camp_Duration

Campaign ROI (%)



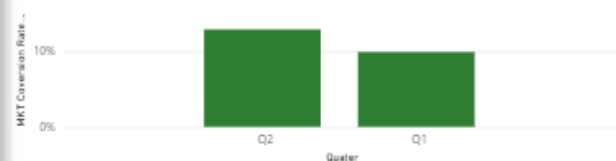
Campaign Conversion Rate (%)



ROI Trend Over Time



Conversion Rate Trend Over Time



7. Conclusion

Ziban Bank's performance from 2021-2025 shows strong financial growth, increasing revenue, and positive profitability. HR data indicates a growing workforce but fluctuating turnover rates. Marketing campaigns in 2024 produced high ROI but inconsistent conversion rates. Overall, the business is performing well but efficiency, retention, and campaign optimization need improvement.

8. Recommendations

Finance

- Control rising expenses through periodic reviews.
- Use quarterly forecasts for better budgeting.

HR

- Improve employee retention with training and engagement.
- Track exit reasons regularly to identify trends.

Marketing

- Focus on campaigns with high Return on investment (ROI)
- Improve conversion rates using better targeting and performance tracking.