Task 4: Dashboard Design - Interview Questions & Answers

1. What are the key elements of a dashboard?
The key elements of a dashboard include KPIs (Key Performance Indicators), charts/graphs, filters or slicers, summary cards, and consistent visual themes. These elements help users quickly understand business performance.

2. What is a KPI?
A KPI (Key Performance Indicator) is a measurable value that indicates how effectively a company is achieving its key business objectives, such as total sales, profit margin, or customer retention rate.

3. What are slicers in Power BI?
Slicers in Power BI are interactive visual filters that allow users to select specific data categories (e.g., month, region, category) and instantly update all visuals on the dashboard based on the selection.

4. Difference between Power BI and Tableau?
Power BI is more integrated with Microsoft tools, cost-effective, and beginner-friendly, whereas Tableau offers advanced visualization capabilities and is preferred for complex analytical needs.

5. How do you make a dashboard interactive?
By adding slicers, filters, drill-through features, and dynamic visuals, users can explore data in multiple ways, making dashboards interactive and insightful.

6. How do you deal with large datasets in dashboards?
To handle large datasets, data modeling and aggregation techniques are used. Additionally, using DirectQuery, incremental refresh, and optimizing DAX measures help improve performance.

7. What chart types do you use for trend analysis?
Line charts, area charts, and combo charts are most effective for trend analysis as they clearly show changes over time.