PwC Power BI Job Simulation – March 2025

This repository contains my work from the **PwC Switzerland Power BI Job Simulation on Forage**, where I gained hands-on experience in **data visualization, business analytics, and problem-solving** using **Power BI**. The project involved working on **real-world business scenarios**, understanding client data, and creating dashboards that provide **actionable insights**.

📌 **Project Overview**

The simulation consisted of **four key tasks**, each focusing on different business challenges. I worked with **various datasets**, cleaned and analyzed the data, and built **interactive Power BI dashboards** to visualize important **Key Performance Indicators (KPIs)** and trends.

📊 **Task 1: Call Centre Trends**

📌 **Goal:** Analyze **call center performance** and provide a dashboard to track important metrics.
📁 **Dataset:** Includes call details like **answered/abandoned calls, agent performance, customer satisfaction, and call duration**.

✅ **What I did:**

- Cleaned and structured the data for better analysis.

- Identified key KPIs such as **total calls, abandoned calls, speed of answer, and customer satisfaction scores**.

- Built a **Power BI dashboard** with charts like **bar graphs, pie charts, and trend lines** to visualize call center performance.

📊 **Task 2: Customer Retention**

📌 **Goal:** Help the telecom company understand why customers leave and identify **at-risk customers**.
📁 **Dataset:** Contains **customer details, service usage, tenure, monthly charges, and churn status**.

✅ **What I did:**

- Analyzed **churn rate, customer tenure, and payment trends** to find patterns.

- Created KPIs like **Churn Rate (%), Average Tenure of Churned Customers**, and **Customer Retention Rate**.

- Designed an **interactive Power BI dashboard** to show customer behavior and highlight risk factors for churn.

📊 **Task 3: Business Strategy & HR Analysis**

📌 **Goal:** Provide strategic insights into **gender balance at executive levels** and support HR decision-making.

📁 **Dataset:** Includes HR data on **employee movements, promotions, and job levels**.

✅ **What I did:**

- Examined gender-based hiring, retention, and leadership representation.

- Used advanced **Power BI visualizations** like **Sankey diagrams and performance distribution charts**.

- Delivered insights into **barriers to diversity in leadership positions**.

💡 **Key Takeaways from This Project**

🚀 **Strengthened Power BI skills** by working on real-world business problems.

📊 **Built interactive dashboards** with meaningful KPIs and data-driven insights.

🔍 **Enhanced data analysis** through **trend analysis, customer behavior tracking, and HR analytics**.

📢 **Improved communication skills** by presenting findings in a clear and structured manner.

This project helped me understand **how businesses use data to drive decisions**, and I am excited to apply these skills to real-world business analysis roles! 🎯

📁 **Feel free to explore my Power BI dashboards and reports in this repository!** 🚀