⚙️ How the Automation Works

To ensure the KPI Cockpit remains operational and decision-ready, the project includes a full automation pipeline using **Power BI Service** and **Power Automate**. This setup enables daily data refreshes and automatic report distribution to stakeholders.

🔁 1. Scheduled Data Refresh (Power BI Service)

* The dashboard is published to Power BI Service.
* A **daily refresh** is scheduled to run every morning before business hours.
* This ensures that all KPIs—such as revenue, margin, CPA, ROAS, and repeat rate—are updated with the latest data.

📨 2. Automated PDF Report Delivery (Power Automate)

* A **Power Automate flow** is configured to run each morning at 07:00 CET.
* The flow performs the following steps:
  1. **Exports the dashboard** from Power BI as a PDF file.
  2. **Waits for the export to complete** to ensure the file is ready.
  3. **Sends the PDF via email** to the management team with a custom subject line and message body.
* This allows decision-makers to receive a fresh, visual summary of performance without logging into Power BI.

🔔 3. KPI Alerts (Optional)

* Alerts are configured in Power BI for critical thresholds:
  + Example: Margin drops below 20%, CPA exceeds €50, or repeat rate declines.
* These alerts can trigger additional flows in Power Automate:
* Send notifications to relevant teams (e.g., product, marketing).
* Log deviations for audit or follow-up actions.

📄 4. Governance & Documentation

* A hidden page in the dashboard includes:
  + A **KPI dictionary** with metric definitions.
  + **Data source references** and refresh timestamps.
* This ensures transparency and trust in the data pipeline.