Dashboard Mockup – Kerala Market Price Analysis

File: *Visuals/Dashboard_Mockup.pptx*

1. Title Section

Dashboard Title:
 Kerala Market Price Analysis

Description:
 A visual overview of commodity price trends across Kerala markets, based on arrival dates and market-level pricing.

Background Image:
 A financial analytics–themed image showing market charts (as used in your dashboard header).

2. Filters / Slicers Section

Placed at the top of the dashboard in a horizontal row.

Filters Used:

- **Arrival Date** (Date slicer)

- **Market** (Dropdown)

- **Commodity** (Dropdown)

- **Grade** (Dropdown)

- **Variety** (Dropdown)

Purpose: Allow users to slice the entire dashboard by commodity type, market, grade, and time period.

3. KPI Cards Section

Displayed below slicers in two rows.

Row 1 KPIs

KPI Name	Description	Source Column
Total Records	Count of all dataset entries	All rows
Total Markets	Distinct count of markets	*Market*
Total Commodities	Distinct count of commodities	*Commodity*

Row 2 KPIs

KPI Name	Description	DAX Measure
Total Min Price	Sum of Min Price across all rows	Total Min Price
Total Max Price	Sum of Max Price across all rows	Total Max Price
Total Modal Price	Sum of Modal Price across all rows	Total Modal Price

Visual style:

- White rounded rectangle cards

- Dark green text

- Bold metric value in large font

4. Charts / Visuals Section

(You can add these below the KPI section)

Chart 1 – Commodity-wise Avg Modal Price

- **Chart Type:** Column Chart

- **Axis:** Commodity

- **Value:** Average Modal Price

- **Purpose:** Identify commodities with highest/lowest average prices.

Chart 2 – Price Trend Over Time

- **Chart Type:** Line Chart

- **Axis:** Arrival Date

- **Values:** Modal Price / Min Price / Max Price

- **Purpose:** Show price movement over days or months.

Chart 3 – Market-wise Total Modal Price

- **Chart Type:** Bar Chart

- **Axis:** Market

- **Value:** Sum of Modal Price

- **Purpose:** Compare market price volumes.

Chart 4 – Price Volatility by Commodity

- **Chart Type:** Scatter or Column

- **Value:** Price Volatility %

- **Tooltip:** Commodity, Min, Max, Modal

- **Purpose:** Show commodities with unstable or highly fluctuating prices.

Chart 5 – Commodity Ranking by Modal Price

- **Chart Type:** Bar/Column

- **Value:** Rank Commodity (DAX)

- **Purpose:** Display top and bottom commodities.

5. Notes / Annotations Section

- Dataset includes multiple commodities, markets, and varieties from Kerala.

- Prices vary significantly by market and arrival date.

- Modal Price represents the most common traded price; best for comparisons.

- User should always apply at least one filter (Commodity or Market) for best insights.

- Volatility indicates price stability — higher % = more unstable commodity.

6. Export Instructions

- Save final dashboard as **PNG** for GitHub folder.

- Export interactive dashboard to **PDF** for Reports section.

- Keep original PBIX in **PowerBI/** folder.