This Power BI dashboard analyzes customer sales performance across products, regions, and time periods to uncover trends, identify top customers, and evaluate profitability.

Key KPIs such as Total Revenue, Total Cost, Profit, and Profit Margin % are displayed at a glance, with dynamic filters that allow users to slice the data by customer, region, product category, and month. Visuals include a revenue and profit trend chart, a top 10 customers breakdown, category-level profit insights, and a product-level margin comparison.

I created calculated columns for Revenue, Cost, and Profit using DAX, and developed a dynamic Profit Margin % measure to support more accurate aggregation across visuals. This project strengthened my understanding of financial logic, data modeling, and visual storytelling. All key competencies I'm developing as I work toward a BI or Financial Analyst role.

Tools used: **Power BI Desktop, DAX, Excel, Data Modeling, Financial Analysis**