Power BI Neon Marketing Dashboard - Project Summary

Objective:

To create a visually striking, marketing-focused Power BI dashboard that showcases creative storytelling, dynamic interactivity, and modern design techniques.

Tools Used:

Power BI Desktop

DAX (basic calculations)

Custom color palettes and themes

Dataset:

Synthetic marketing performance data including:

- Campaign spend and revenue

- ROI by channel

- Conversion rates

- Engagement by audience

- Time-based trends

Key Features:

- Custom Neon Theme: Bold neon colors on a black canvas background to highlight key metrics and improve visual engagement.

- KPI Tiles: Large, color-coded indicators displaying total spend, total revenue, average ROI, and conversion rates.

- Interactive Time Slicer: Users can filter all visuals by date range to observe seasonal trends.

- Dynamic Visuals:

  - Bar charts of ROI and conversions by marketing channel.

  - Line charts of impressions and revenue over time.

  - Treemap for spend distribution by region.

  - Donut chart for channel spending composition.

  - Audience engagement breakdown.

  - Scatterplot showing campaign-level revenue relationships.

- Design Techniques:

  - Overlaid visuals on color blocks to create a layered aesthetic.

- Consistent custom typography and color branding.

- Animated interactions via slicers and filters.

Challenges Overcome:

- Learning to manage visual layering and bring forward/send backward mechanics.

- Working around Power BI export limitations (background colors not rendering in PDF).

- Configuring dynamic slicers and formatting across multiple visuals.

Outcome:

This project demonstrates capability in:

- Designing non-traditional, branded dashboards.

- Translating raw data into accessible visual stories.

- Applying modern aesthetics to business intelligence tools.