

# Project Summary

## Project Title:

Enhancing Business Intelligence through Data Visualization in Power BI

## Overview:

This Power BI Capstone Project presents a fully interactive dashboard solution, designed to support executive decision-making

by visualizing business performance data, customer behavior, geographical distribution, product trends, and sales evolution over time.

## Objectives:

- Consolidate sales, customer, and product data into a unified interactive dashboard.
- Use advanced Power BI features including DAX, slicers, KPI cards, and maps.
- Provide business insights such as:
  - Monthly revenue/profit/orders/returns trends
  - Top customers and revenue segmentation
  - Performance by product, income level, and occupation
  - Geographic distribution of customers and orders

## Tools & Technologies:

- Microsoft Power BI Desktop
- DAX (Data Analysis Expressions)
- SQL & Excel (data sources)
- Map Visualizations
- Interactive Filters & Slicers

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