Vasanthi Raavipati

Business and Power-BI Analyst

About Me

Hi, I'm **Vasanthi Raavipati,** a Master's student in **Business Informatics at Riga Technical University,** currently conducting research on AI in CRM decision-making.

With practical experience as a **freelance Business Analyst**, I bring a **strong command of Power BI and data visualization**. I'm passionate about **translating data into clear, actionable insights** that drive business growth.

I specialize in **building interactive dashboards, uncovering trends, and enabling data-driven decisions.** I'm now seeking **exciting opportunities** where I can contribute my analytical mindset and Power BI skills to real-world business challenges.

Budget vs Actual Cost Dashboard

Power BI Analyst Project
Subtitle:
By Vasanthi Raavipati
Tools Used: Power BI, Excel, DAX

Project Summary

Built an interactive Power BI dashboard to help stakeholders monitor project financial performance by comparing budgeted vs actual costs.
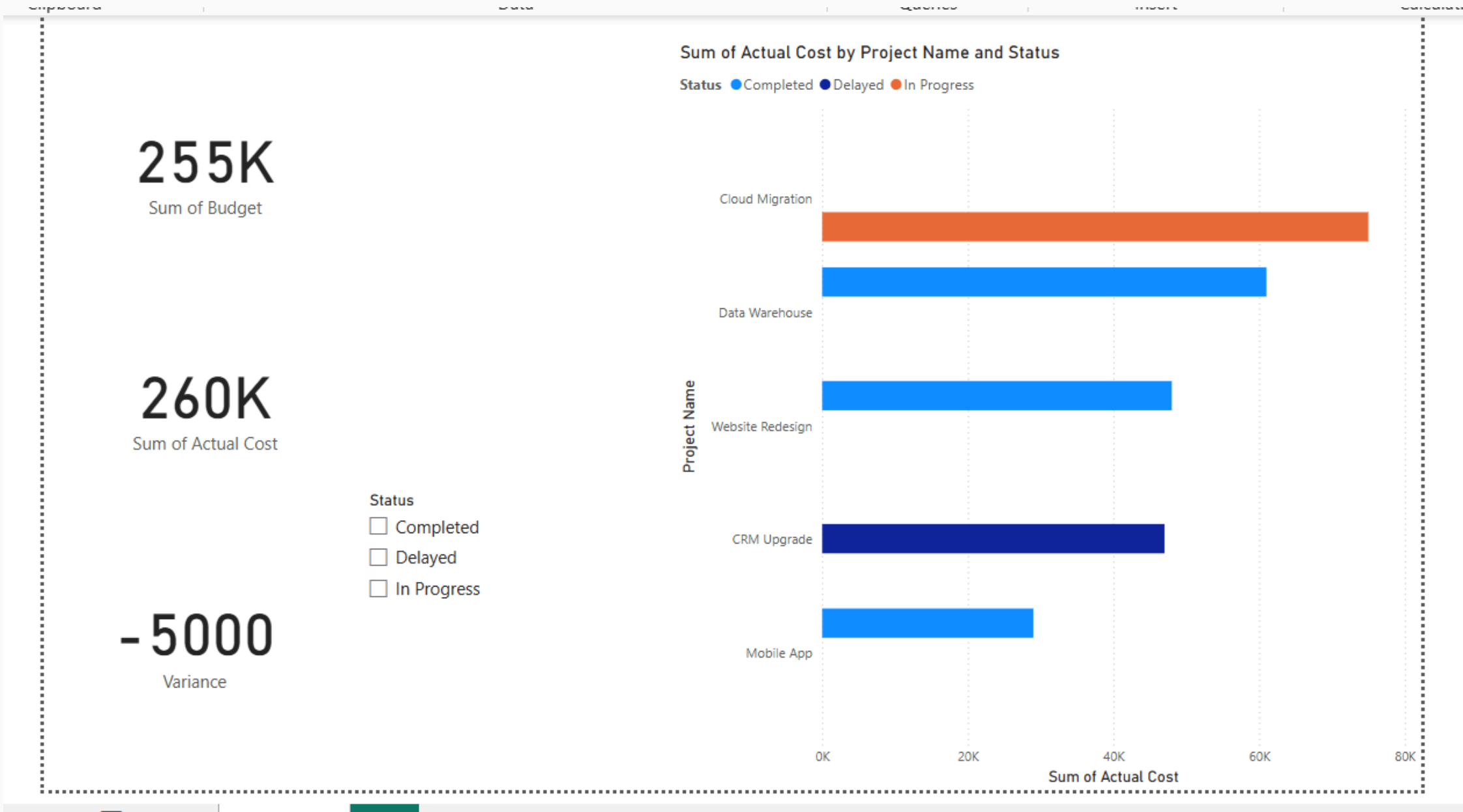
- **The dashboard allows users to explore cost variances, track project statuses, and filter results dynamically.**

Objective:

Provide clear cost visibility across projects to support smarter decision-making.
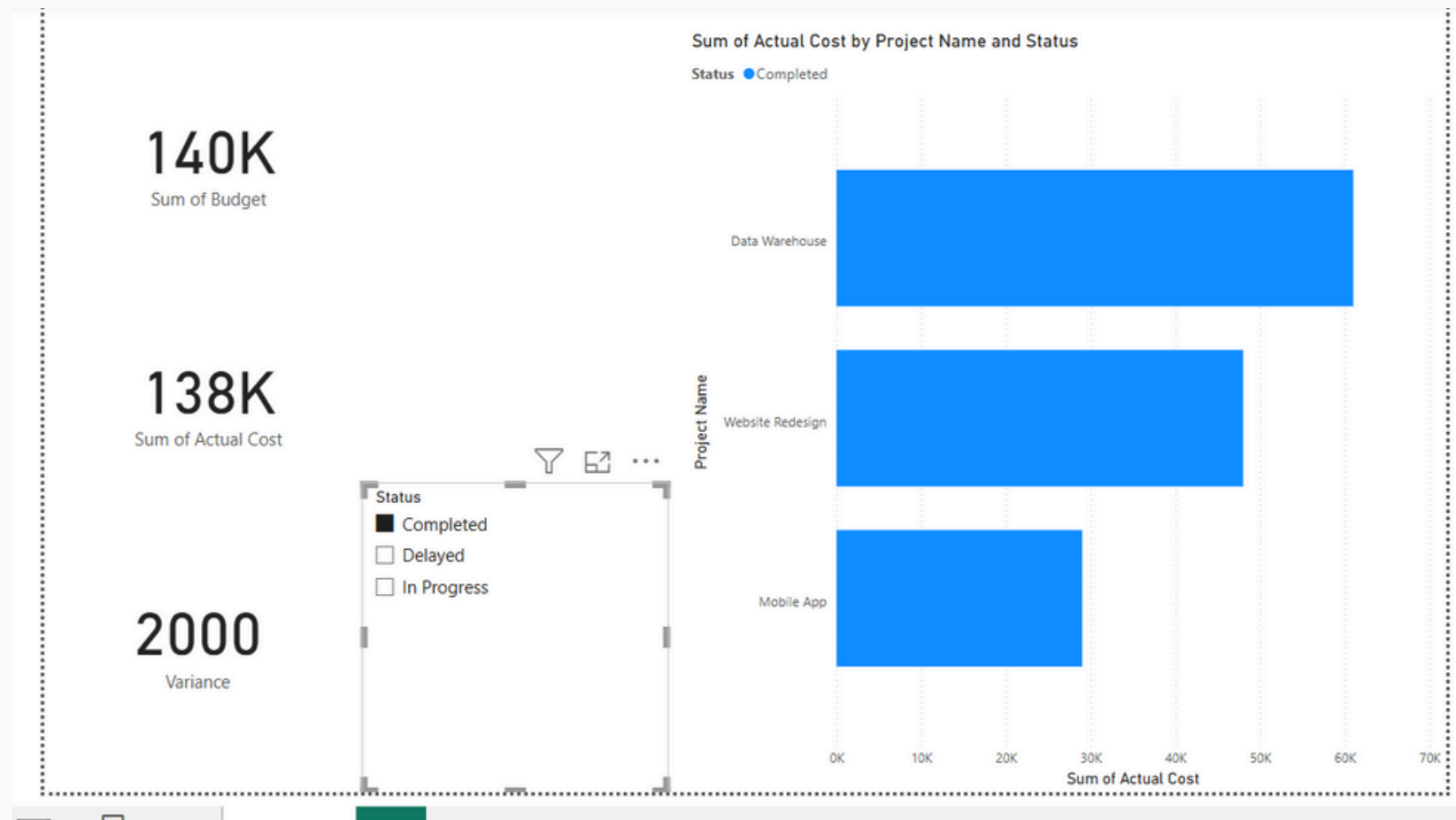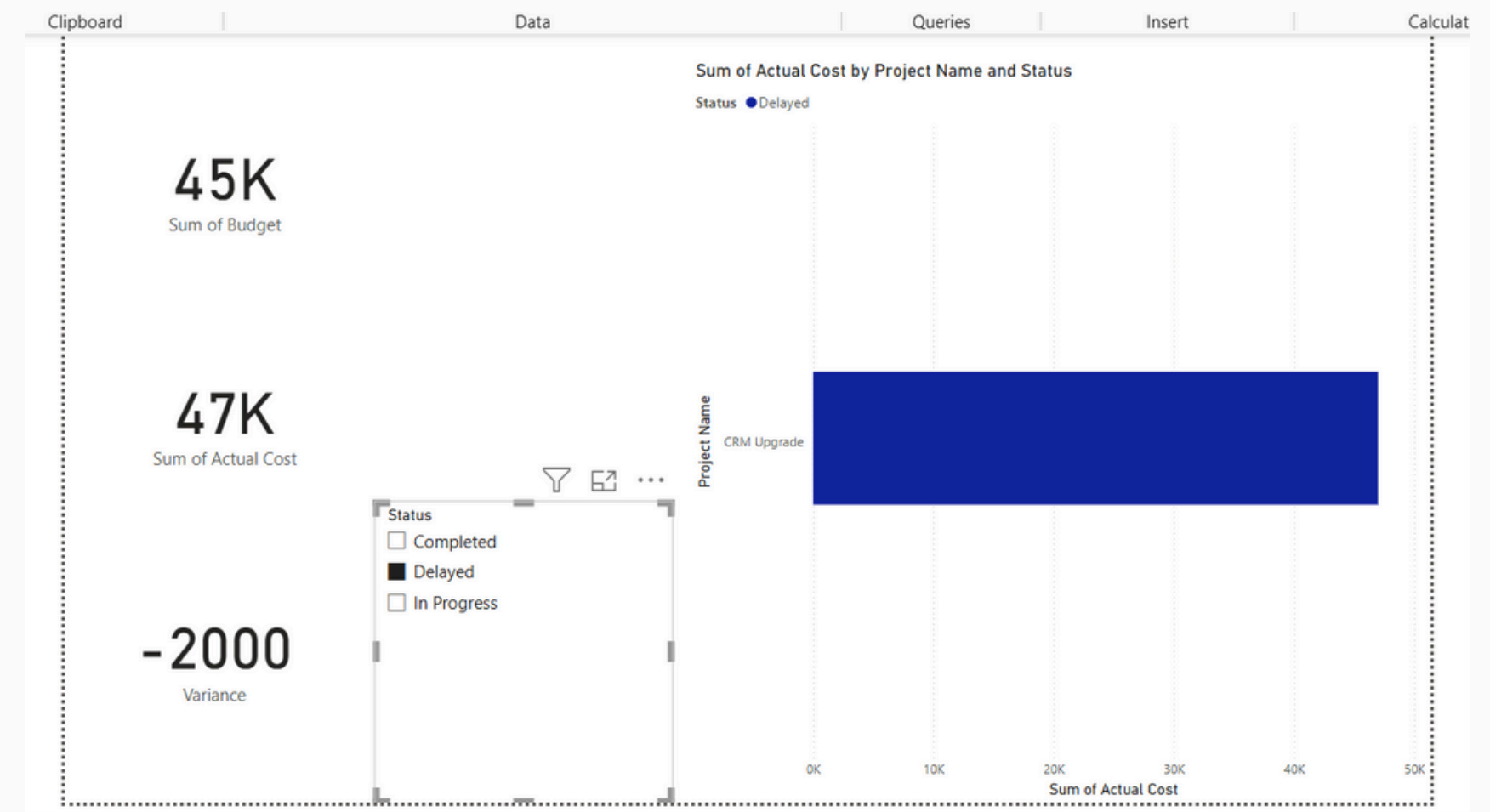
Dashboard Preview

Overview of all project with KPIs and status-based breakdown of actual cost.
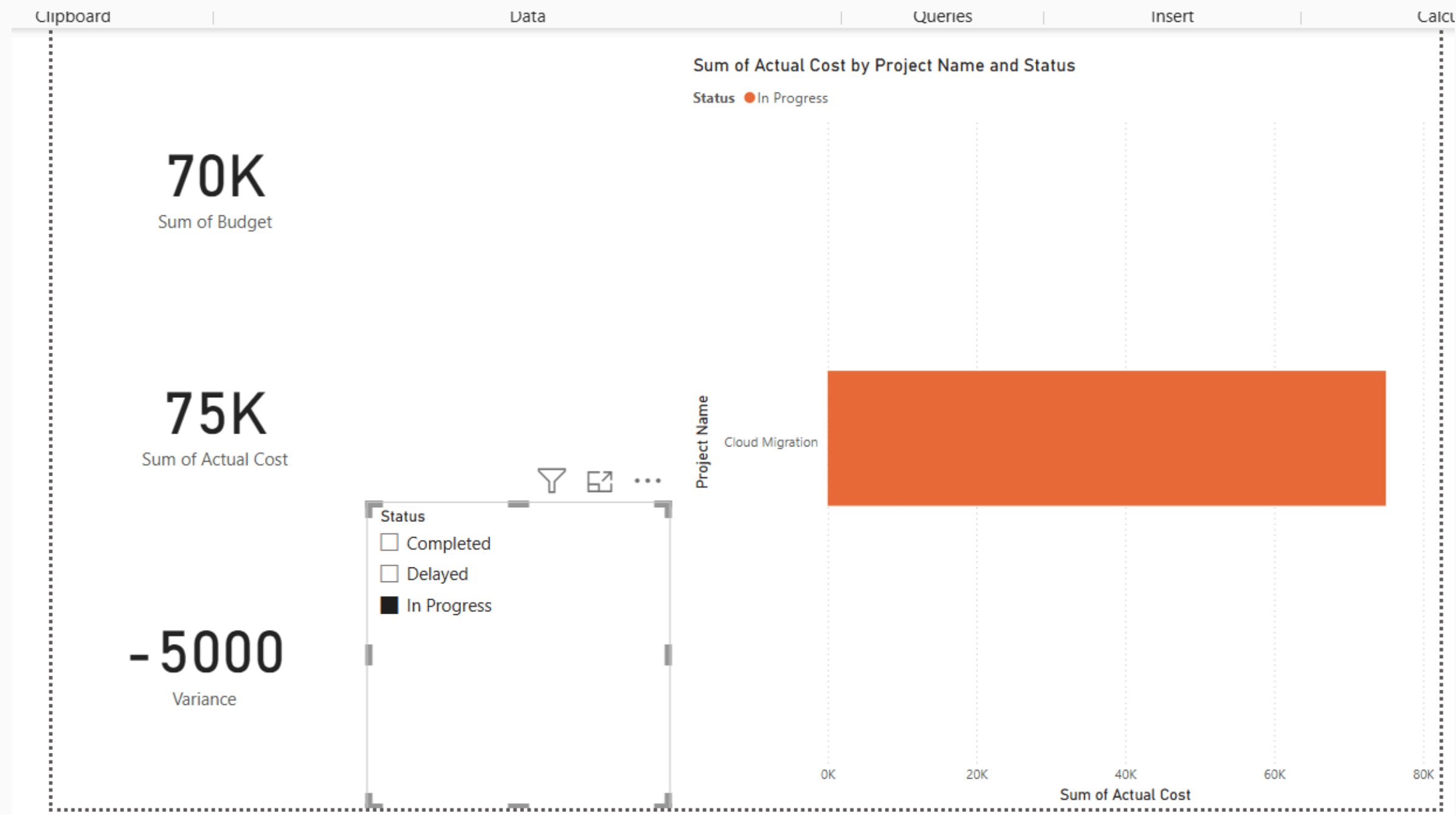
Dashboard Snapshot

Only completed projects are displayed. Budget vs actual variance is visible.

- Shows only delayed projects. KPI highlights overspend.

Focuses on ongoing projects. Cost is being tracked in real-time.

Key Dashboard Features

- KPI Cards for Budget, Actual Cost, and Variance
- Clustered Bar Chart with color-coded Status (Red = Delayed) Interactive Slicer for filtering by project status
- DAX Measure for calculating Variance
- Visual storytelling to reveal overspending patterns

Technical Breakdown

- Tools Used:
- Power BI Desktop, Microsoft Excel
- Techniques:
- Data Modeling, DAX, Visual Formatting
- Data Source:
- Simulated Excel data of 5 sample projects

What I Learned

- Writing reusable DAX measures
- Importance of layout for end users
- Building scalable filters and drill-down logic

2. Sales Performance Dashboard – Power BI
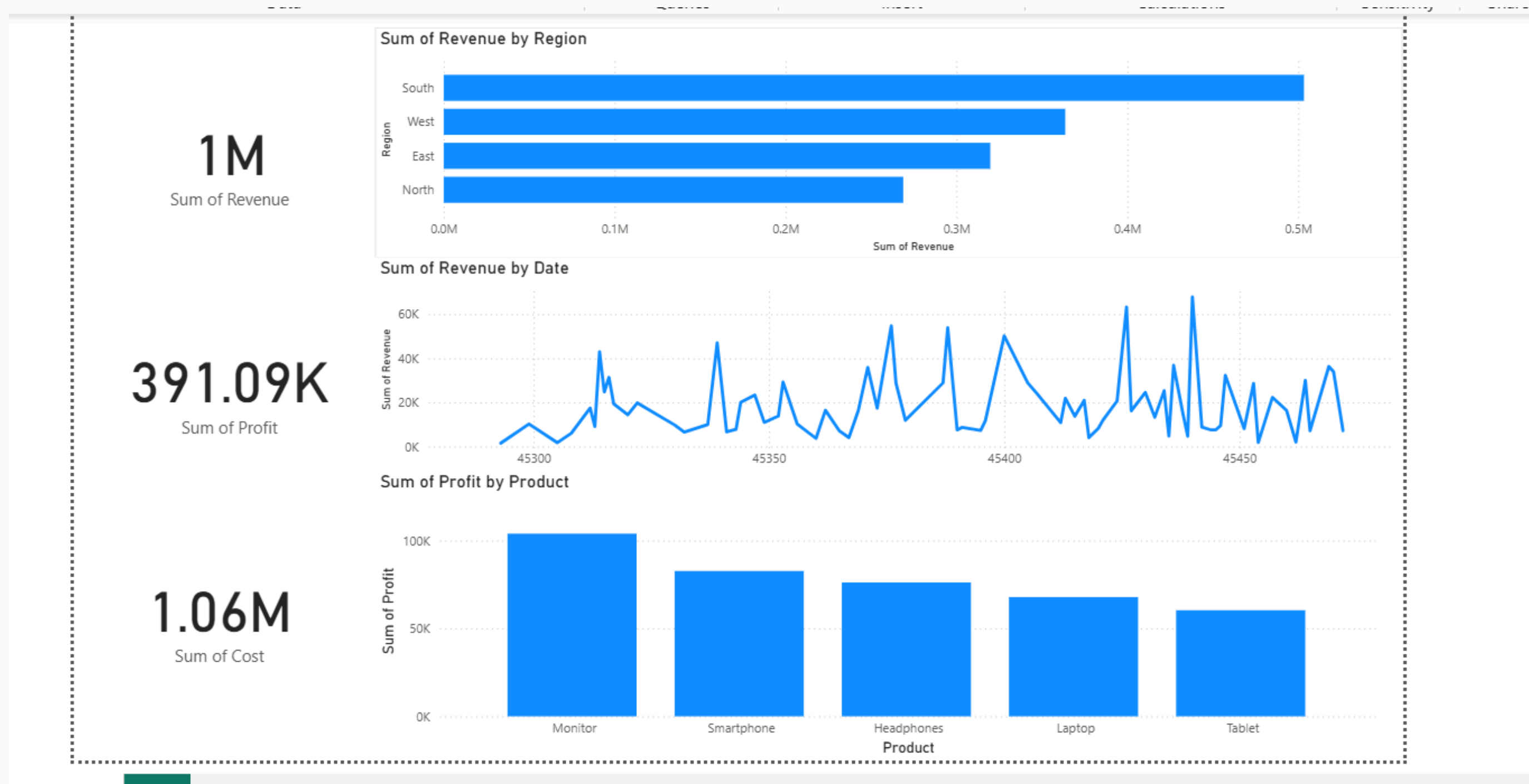
A Power BI dashboard presenting key KPIs including Total Revenue, Profit, and Cost, with detailed breakdowns by Region, Date, and Product Category.

Developed an interactive dashboard to analyze sales performance across regions and products.
Key metrics include Total Revenue, Cost, and Profit, supported by dynamic visuals and filters.
Users can explore sales trends over time and identify high-performing products using slicers and
DAX-driven KPIs.

Tools: Power BI, Excel, DAX
Key Skills: Data Modeling · KPI Design · Visual Analytics · Dashboard Storytelling

What I Learned

Developed hands-on skills in KPI design, DAX calculations, and interactive dashboard building using Power
BI. Gained experience in visualizing sales trends, filtering by region and product, and delivering clear,
business-focused insights through clean, dynamic reports.
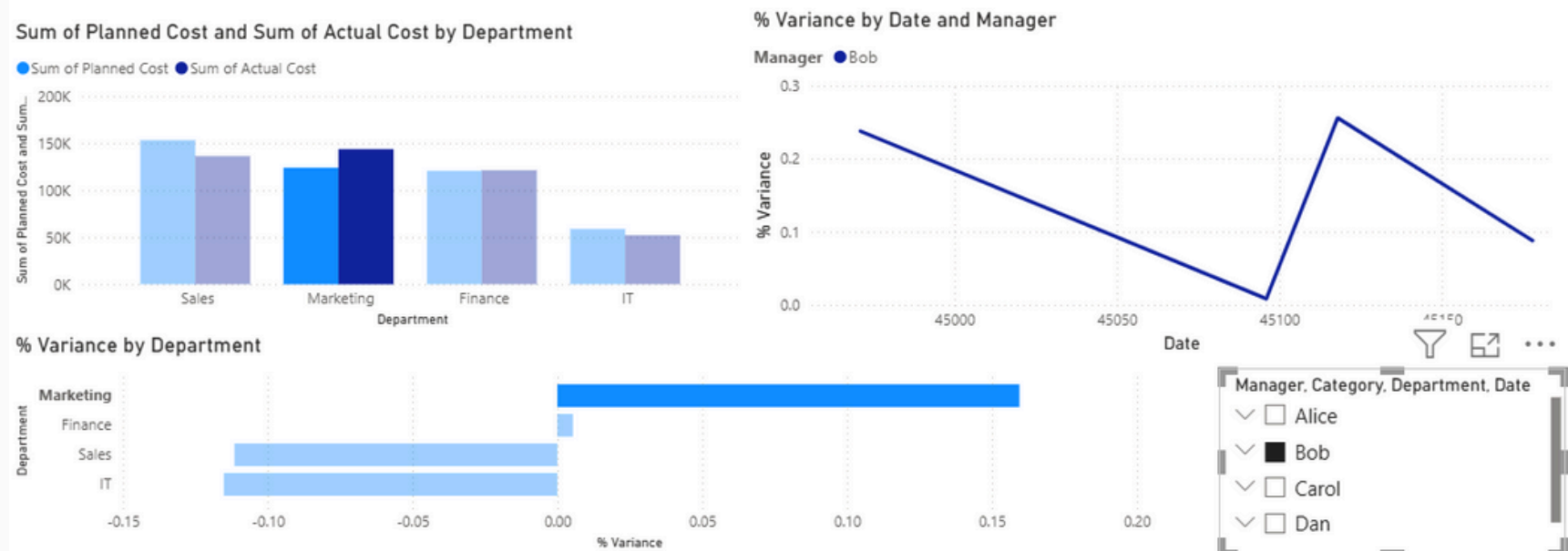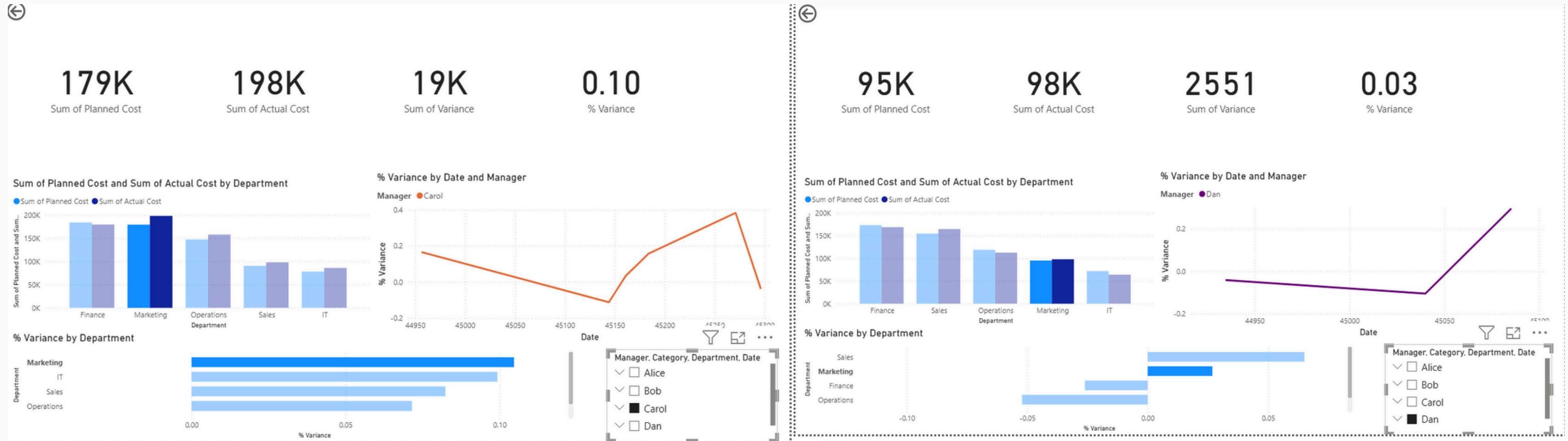
3. Advanced KPI Dashboard
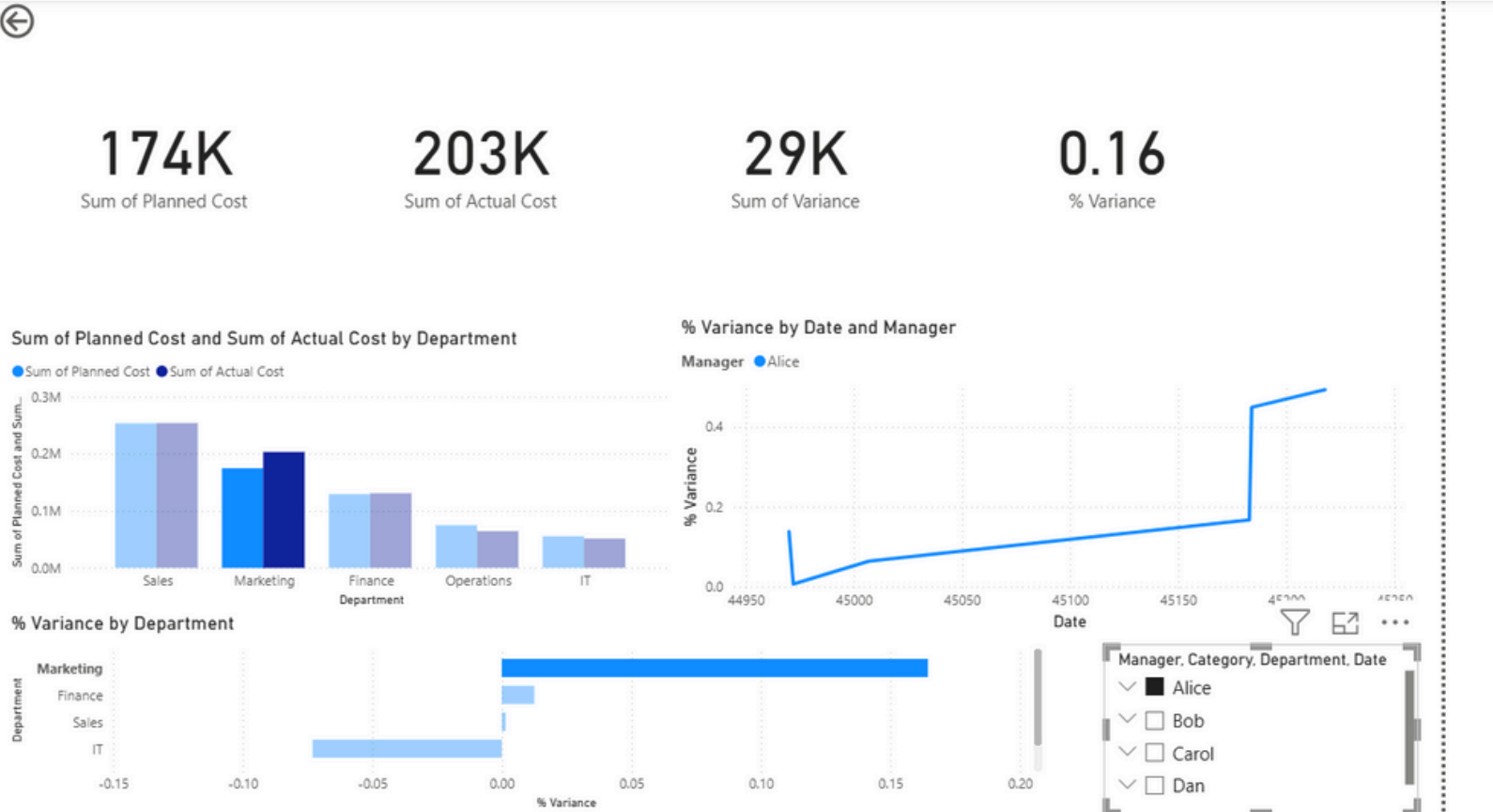
"Project Cost Analysis Dashboard – Interactive report visualizing planned vs. actual costs, variance metrics, and manager-wise performance trends using dynamic filters and KPIs."

Project Title: Advanced KPI Dashboard – Planned vs Actual
Overview
 Built an interactive Power BI dashboard to monitor and compare planned vs actual costs across multiple departments, categories, and managers.
 The dashboard enables business users to track variance trends, identify over-budget areas, and make informed decisions using dynamic filtering.

Key Features
 KPI Cards for Planned Cost, Actual Cost, Variance, and % Variance
Bar Chart: Planned vs Actual by Department
Variance Analysis: Visual breakdown of over- and under-budget areas Line Chart: % Variance trend over time
Slicers: Filter by Manager, Department, Category, and Date
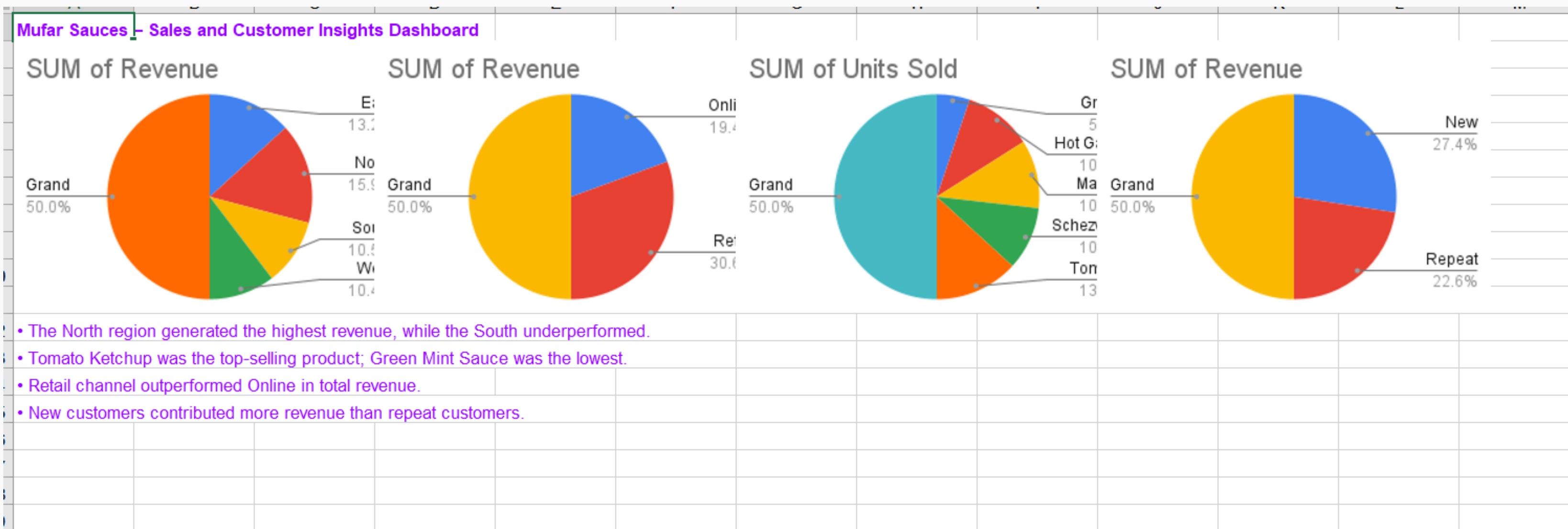
Tools & Skills Used

Power BI

· DAX

· Data Modeling

· Power Query

· Dashboard Design

· Data Analysis

Insights Delivered

- Uncovered departments with repeated overspending
- Revealed time-based patterns in variance
- Empowered decision-makers with dynamic filters for self-service analytics

4. Sales and Customer Insights Dashboard Mufar Sauces

Mufar Sauces – Sales and Customer Insights Dashboard

SUM of Revenue | SUM of Revenue | SUM of Units Sold | SUM of Revenue

- The North region generated the highest revenue, while the South underperformed.
- Tomato Ketchup was the top-selling product; Green Mint Sauce was the lowest.
- Retail channel outperformed Online in total revenue.
- New customers contributed more revenue than repeat customers.

Project Objective:
To analyze sales and customer data to identify performance gaps, customer trends, and revenue opportunities using Excel and dashboarding techniques.

Tools Used:
Excel, Pivot Tables, Charts, Google Sheets, PowerPoint

Responsibilities:
- Created and structured a sales dataset across 4 regions and 5+ products
- Built Pivot Tables and visual dashboards
- Conducted customer, region, and product analysis
- Wrote a full Business Requirements Document (BRD)
- Created a stakeholder matrix and recommendations

Key Insights:
- North region generated highest revenue; South underperformed
- Tomato Ketchup was the top-selling product
- Retail channel outperformed online
- New customers generated more revenue than repeat customers

Deliverables:
- Excel dashboard with 4 visual insights
- BRD and stakeholder matrix in PowerPoint
- Full project folder available via Drive link

Let's collaborate

Ready to elevate your data storytelling or business strategy?
Let's create impactful dashboards and insights that drive
results.
Contact me today to discuss how we can create
a winning strategy for your business!

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