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**Customer Engagement   
 Dashboard**

**Overview**

This project focuses on analysing and visualizing Customer behaviour over campaigns.

The repository directory structure is as follows:

Customer Engagement-Analysis  
01\_SOURCE  
02\_DATA ANALYSIS  
03\_DASHBOARD  
04\_PERFORMANCE ANALYSIS   
05\_RESOURCES

**01\_SOURCE**

This directory contains the raw data downloaded from a blog that needs to be cleaned and organized to ease out the data analysis and visualization process.

**02\_DATA ANALYSIS**

This directory contains the data set with initial facts and dimension tables and an image file of Transformed Data model with finalized measures and tables in Power BI Model View.

**03\_DASHBOARD**

This directory contains the markdown file with an embedded Power BI report link that visualizes the data.

The Power BI dashboard contains slicers, filters, interactions, bookmarks and other capabilities that end user can play with to visualize a specific facet of the data or, to get additional insights.

**04\_PERFORMANCE ANALYSIS**

This directory contains the performance of each report in json format formulated using Power BI Performance Analyzer.

**05\_RESOURCES**

This directory contains icons, layouts, etc. that are used in this project.

**Demo**

The interactive Power BI dashboard can be viewed here:





