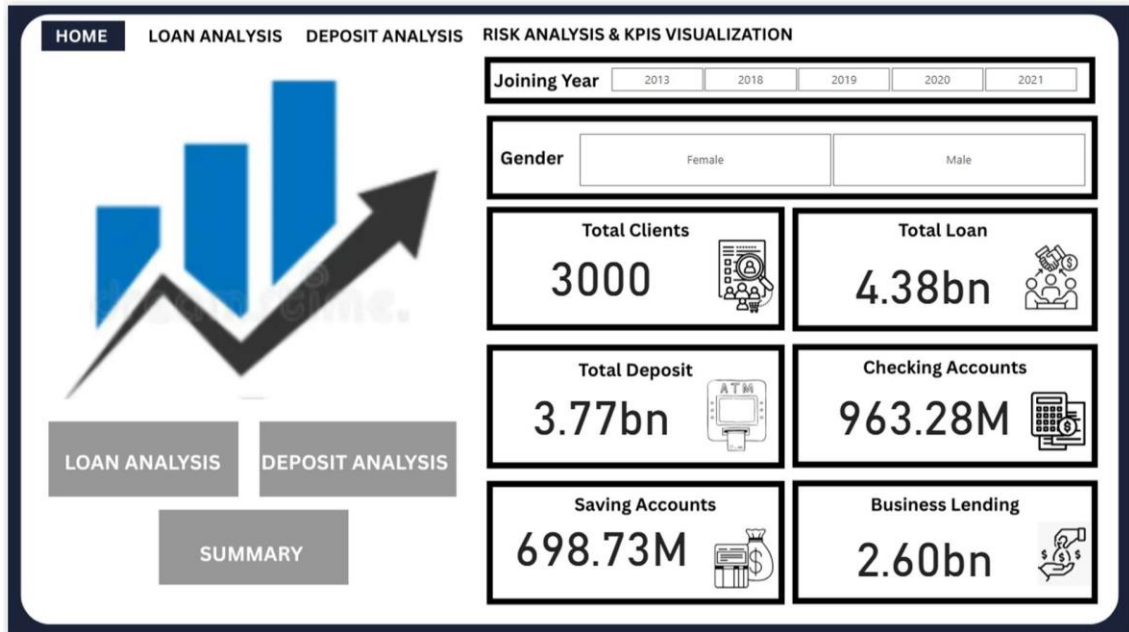


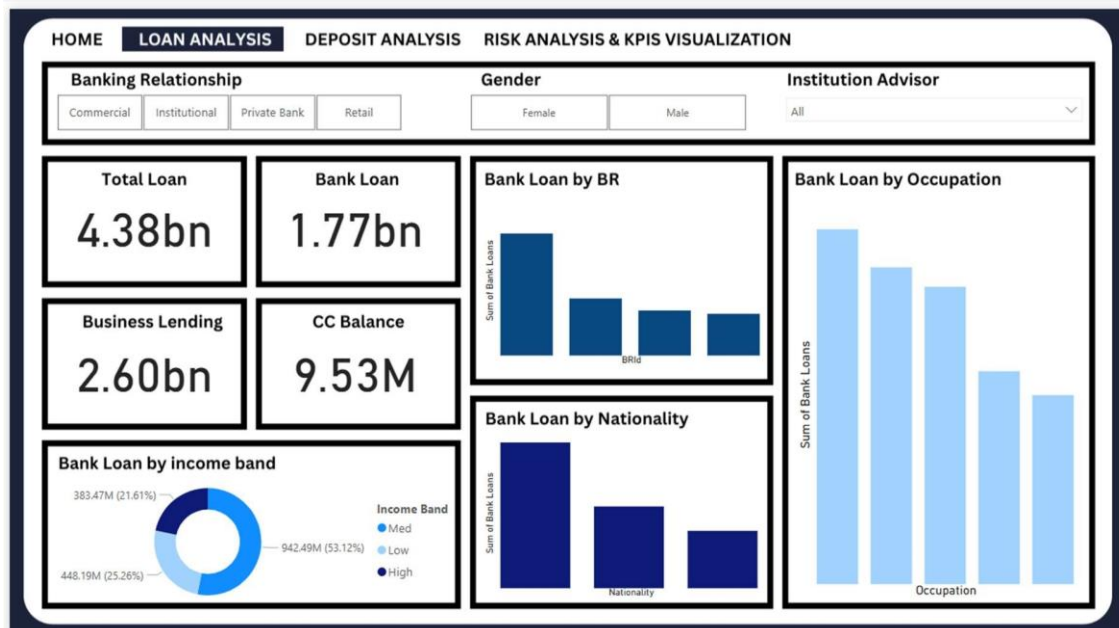
POWER BI DASHBOARD DESIGN

LOAN RISK ANALYSIS, KPIs VISUALIZATION AND B2B LEAD
CONVERSION INSIGHTS USING BANKING DATASET

Home Page



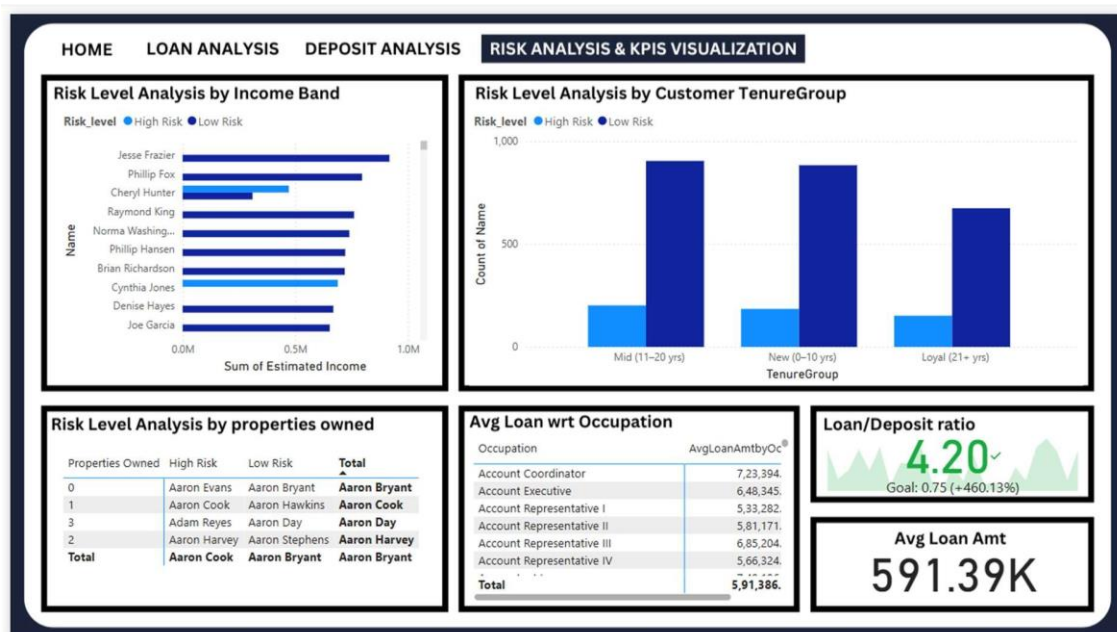
Loan Analysis Page



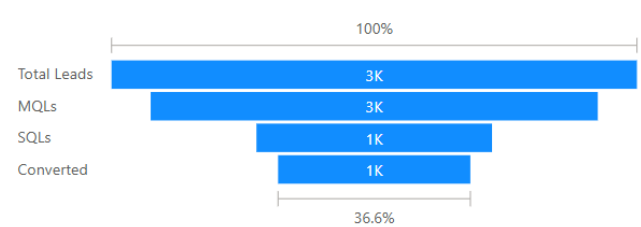
Deposit Analysis Page



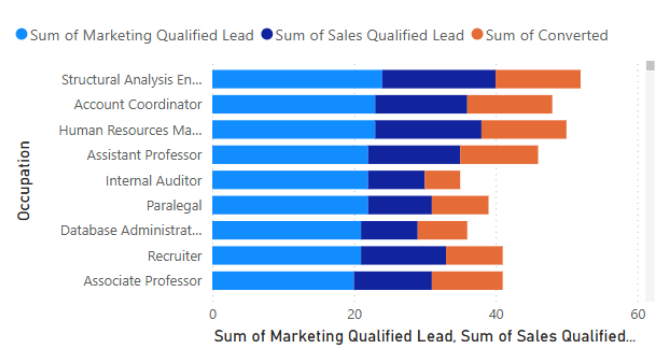
Risk Analysis & KPIs visualiza on page



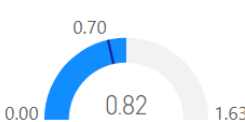
Funnel Count by Stage



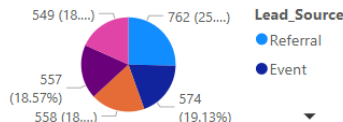
MQL-SQL-Conversion Breakdown by Occupation



ConversionRate and Target_Conversion_Rate



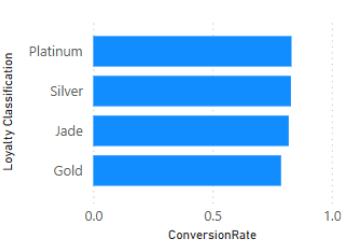
Count of Client ID by Lead_Source



Lead Origin Analysis by Job Role

Occupation	Email	Event	Referral	Social Media	Website	Total
Associate Professor	5	7	7	2	7	28
Structural Analysis Engineer	3	8	6	6	5	28
Recruiter	3	7	6	2	7	25
Account Coordinator	5	7	6	3	3	24
Human Resources Manager	7	5	8	2	2	24
Assistant Professor	3	5	8	6	1	23
Total	557	574	762	549	558	3000

Conversion Rate by Loyalty Classification



Conversion Rate by Lead Source

Lead_Source	Conversion_Rate_By_Source
Website	0.84
Event	0.83
Email	0.83
Referral	0.80
Social Media	0.80
Total	0.82