



# Power BI

## Dashboard für Van Asdel GmbH

Analyse von Umsatz-, Produkt-Hersteller und Geodaten



**Rolle:** Power BI Consultant



**Kunde:** Van Asdel GmbH



**Projektziel:** Erstellung eines interaktiven Dashboards zur Analyse von Umsätzen, Produkten, Herstellern und Regionen

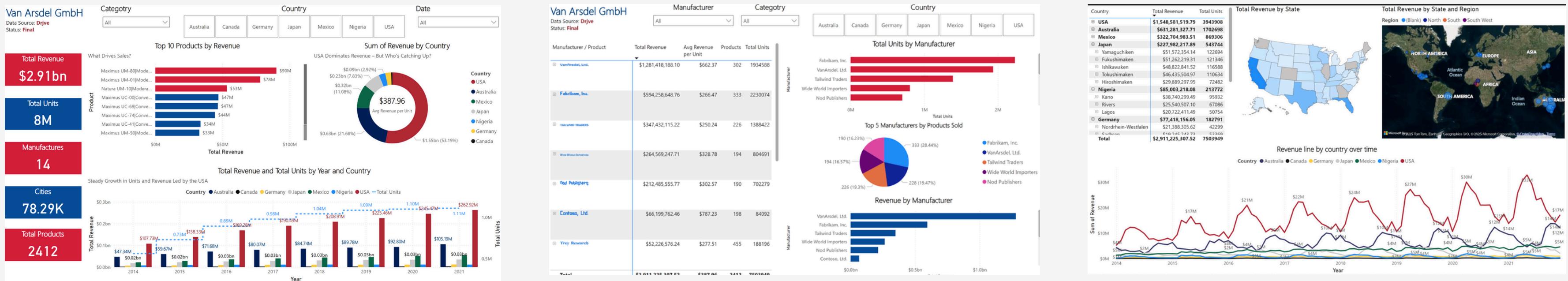


**Focus**

- Wo entstehen die meisten Umsätze?
- Wie entwickeln sich Zahlen über die Zeit?
- Welche Produkte & Hersteller sind am erfolgreichsten?

# Dashboard looks like

## (Live Demo)



Power BI

# Meine analytischen Erkenntnisse



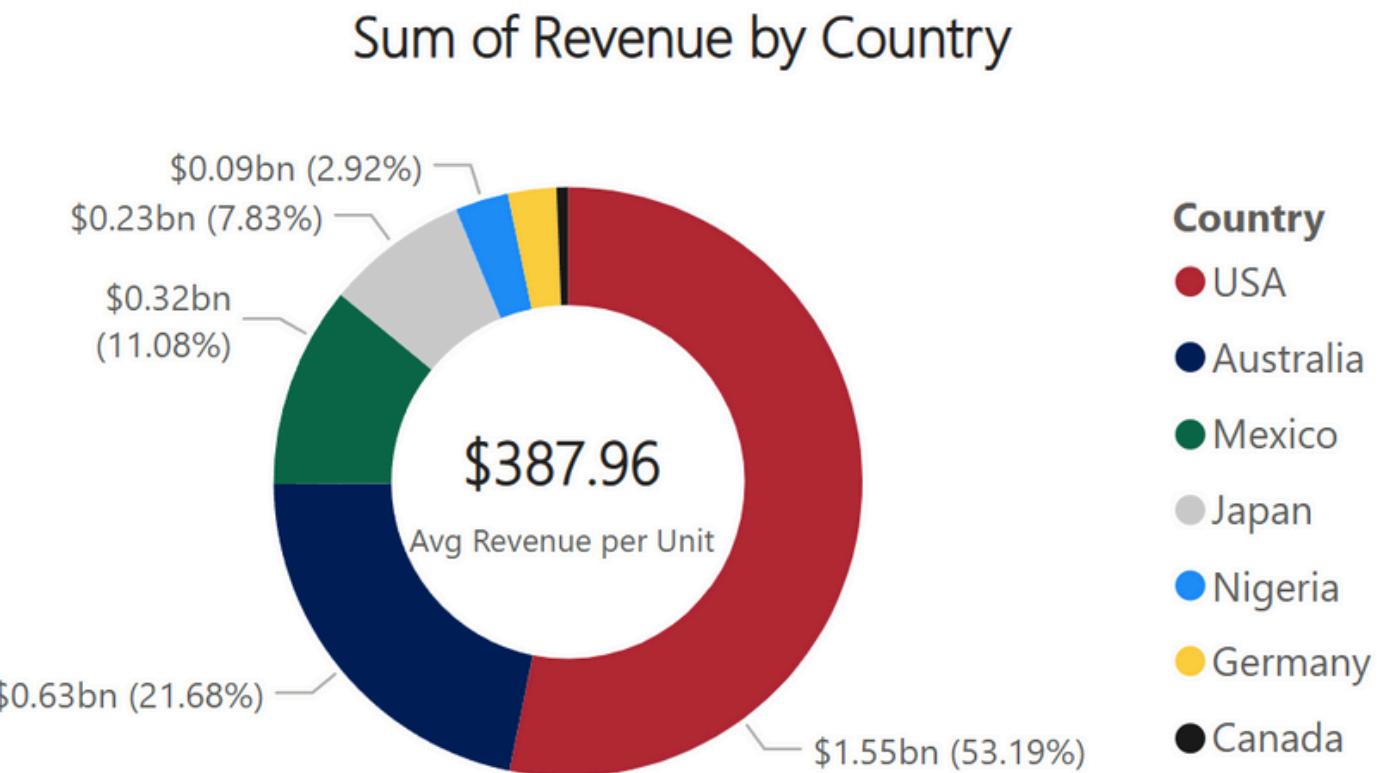
## Top-Level KPIs

- Total Revenue: \$2.91B
- Total Units Sold: 7.5M
- Avg Revenue/Unit: \$387.96
- Top Product: Maximus UM-80 (\$90M)



## Market Performance

- USA: \$1.55B (53%) – dominant market with seasonal peaks
- Australia: \$631M – stable 2nd performer
- Growth Potential: Canada, Germany, Nigeria (low revenue, steady units)



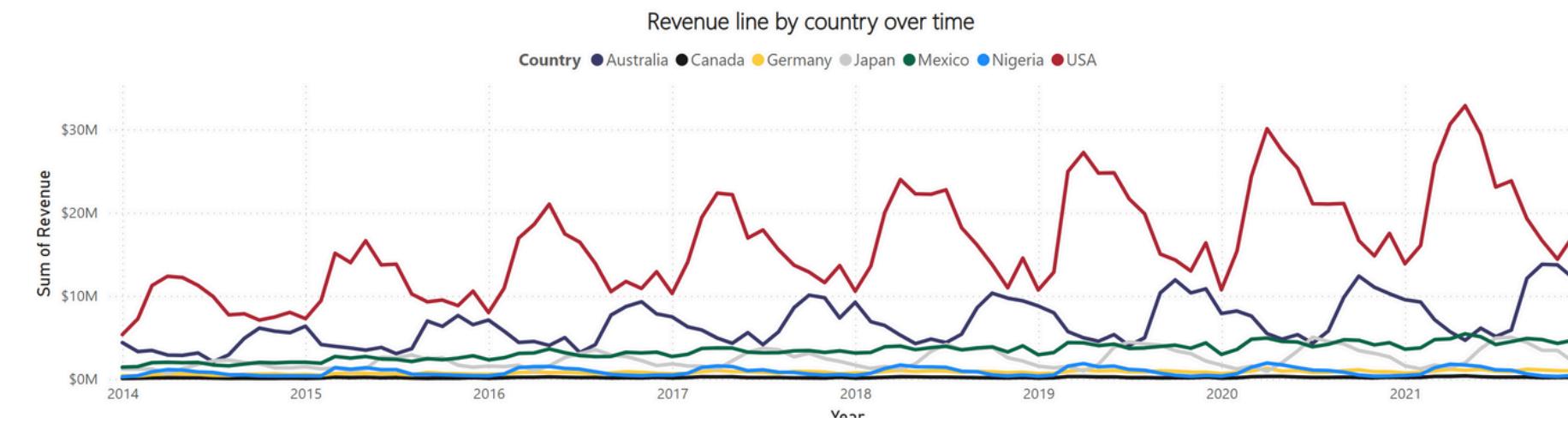
## Manufacturer Insights

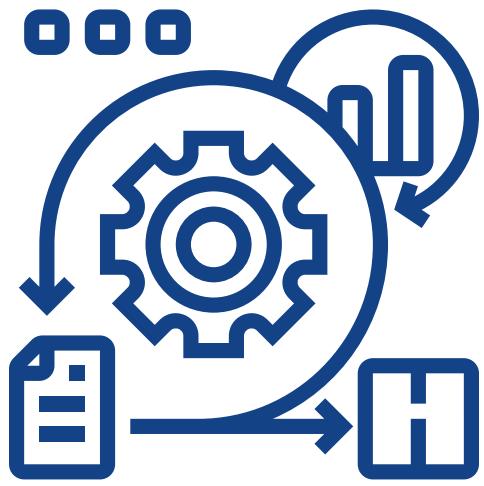
- VanArsdel, Ltd.: \$1.28B | \$662/unit – premium leader
- Fabrikam, Inc.: High volume, lower price (avg. \$266/unit)
- Contoso, Ltd.: Highest price (\$1,114/unit) but low volume



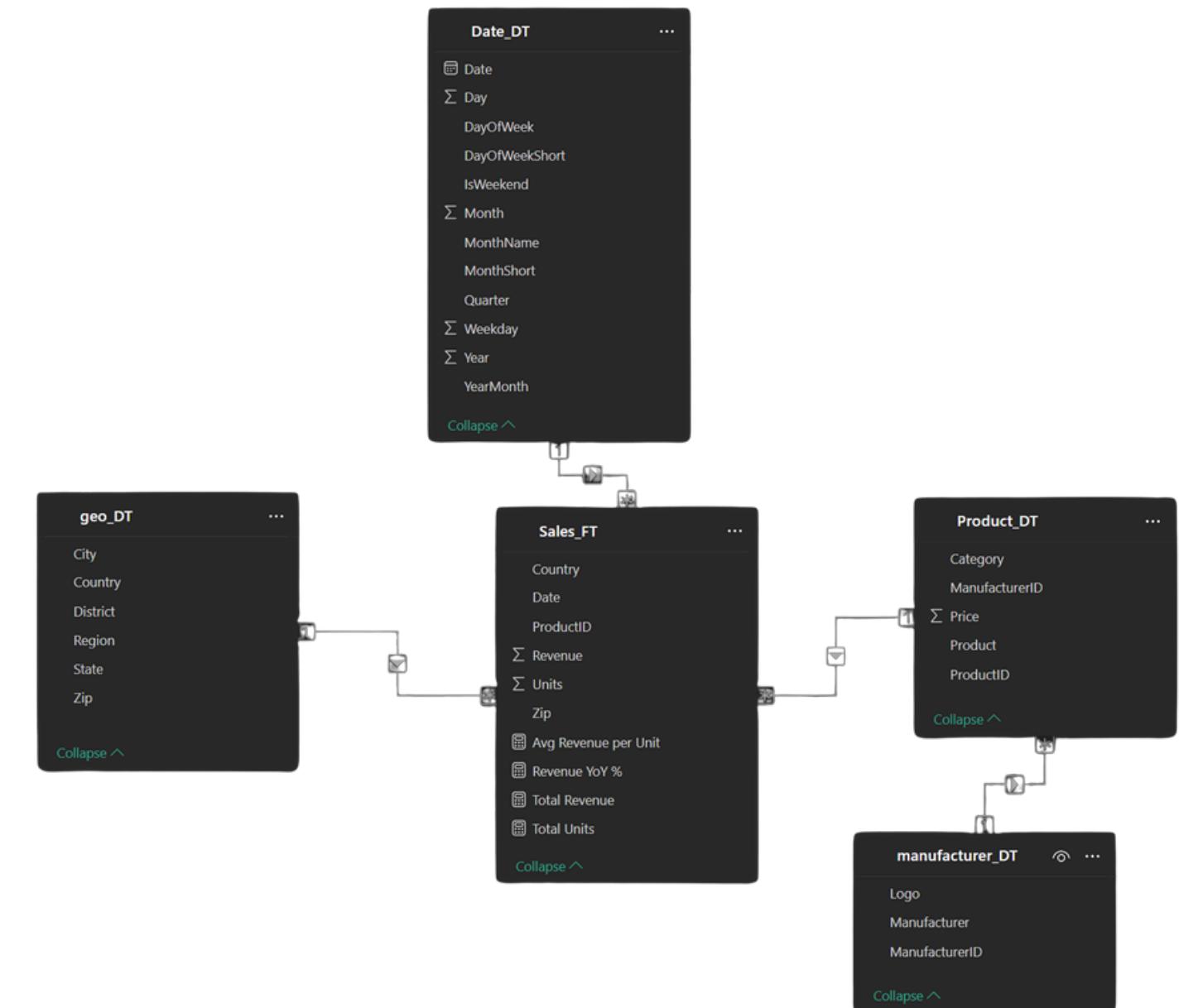
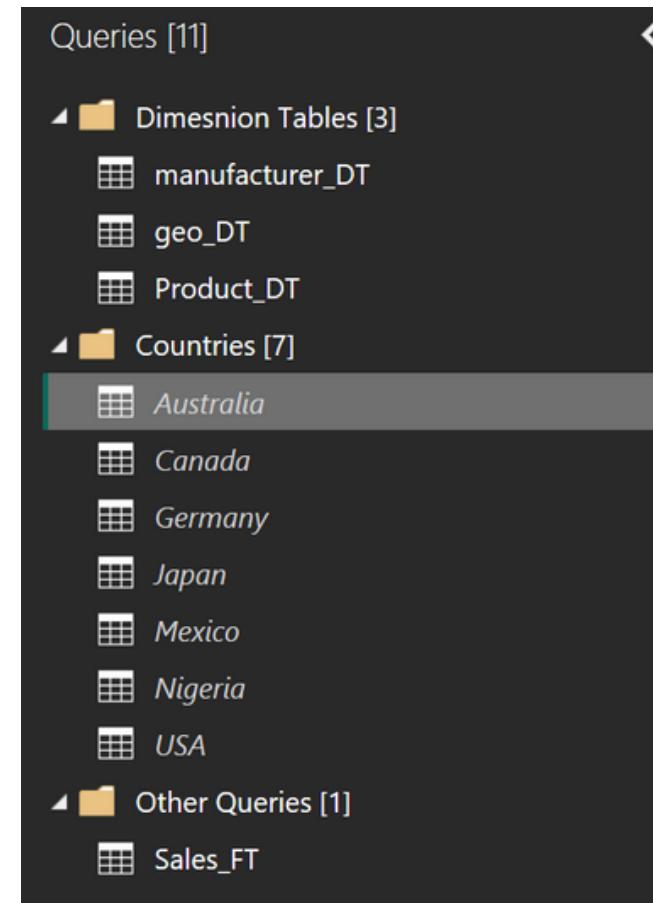
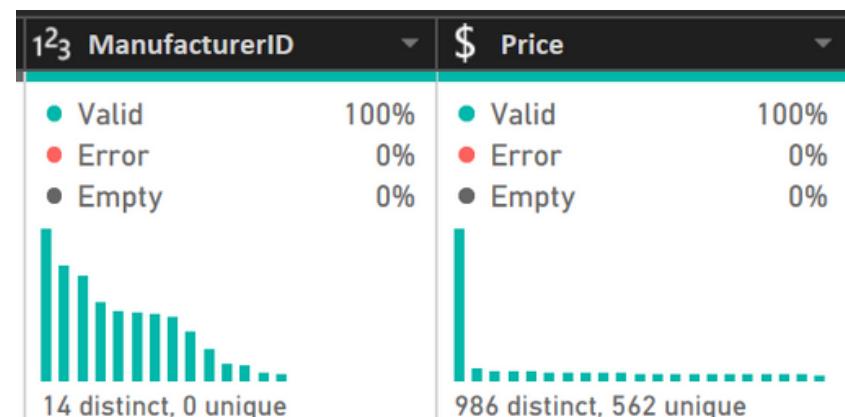
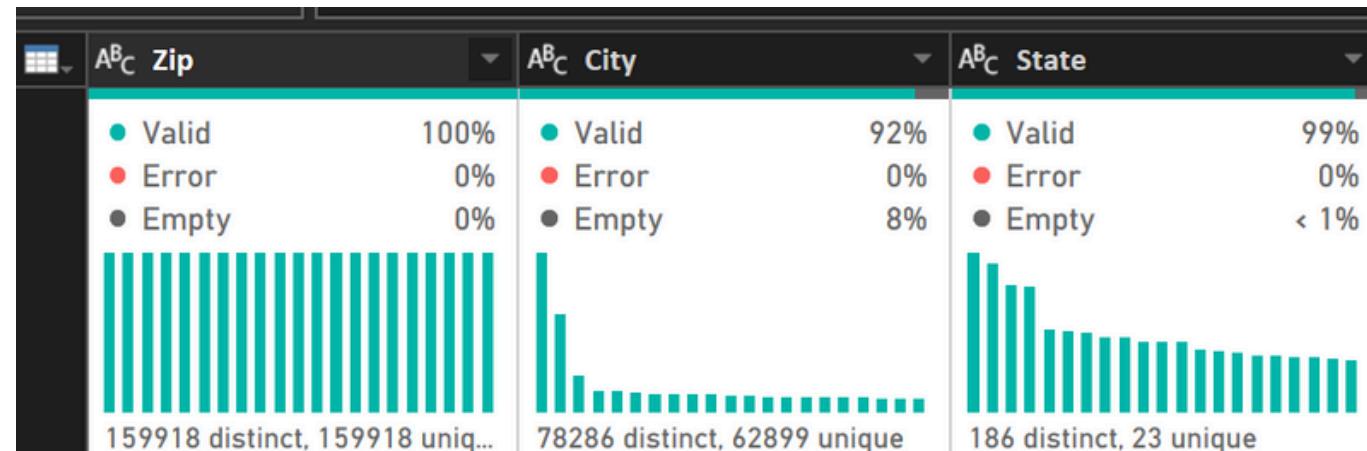
## Key Recommendations

- Activate Germany & Nigeria with tailored campaigns
- Optimize pricing for Fabrikam for even higher revenue





# Datenmodell und Vorgehensweise



- Alle Dateien importiert & Daten-Typen vereinheitlicht
- Fact Table erstellt & Dimensionstabellen verbunden
- Eigene Zeit-Tabelle per DAX generiert
- Tabellen bereinigt (Duplikate, Formatierungen)
- Performance optimiert & Tabellen strukturiert



## How I Used AI (ChatGPT)

I never rely on AI for building the data model or visuals.

However, I used ChatGPT as a productivity and insight booster in some areas:

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-  DAX Support – for creating the Date Dimension Table.
  -  Color Psychology – to choose color schemes that intuitively represent countries.
  -  Dashboard Strategy – for better storytelling way.
  -  Best Practices – guidance on how to present as a BI Consultant with clarity and impact.
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