

# **Power BI Dashboard Project – Reflection Report**

Supply Chain KPI Dashboard (Inspired by Internship at Shiseido)

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## **Overview**

This project is a reproduction of a KPI dashboard I originally created during my internship at Shiseido. While the dataset is entirely synthetic and anonymized, the structure, logic, and analysis closely reflect the real-world business reporting environment I worked in. The goal was to simulate the actual tasks and challenges I faced - from working with raw data to delivering an interactive, stakeholder-ready dashboard in Power BI.

## **What I Learned**

- Data Modeling: I learned to properly structure and relate multiple datasets (Orders, Product Master, Customer Master) to support reliable KPI calculations and interactive visuals.
- DAX Formulas: Writing calculated columns and measures using DAX improved my ability to translate business logic into quantifiable metrics (e.g., Fill Rate %, Cancel Rate, YTD growth).
- Dashboard Design: I focused on usability and layout by using slicers, drill-throughs, and conditional formatting to tell a clear performance story.
- Project Management: Simulating the full dashboard-building workflow, from raw data to polished deliverable - helped me experience end-to-end BI project execution.

## **Challenges I Faced**

- Synthetic Data Design: Creating realistic but ethical synthetic data was harder than expected. I had to balance complexity with credibility to ensure my dashboard felt true to life.
- Preserving Logic Without Exposing Real Data: Translating my internship work into a public-facing project meant learning how to abstract and anonymize while retaining

value.

- Data Quality & Structure: Even with simulated data, I ran into issues like mismatched IDs or fill rate errors, reinforcing how important data hygiene is before analysis.
- Power BI Limitations: I couldn't share my dashboard publicly using "Publish to Web" due to account restrictions, so I had to find alternate ways to showcase my work (screenshots, GitHub, PDF summary).

## **Personal Growth**

This project helped me grow not just technically, but professionally. It sharpened my ability to:

- Communicate business insights visually.
- Think critically about data structure and purpose.
- Document and present my work as a portfolio piece.

## **Insights Simulated**

- Identify brands and product classes with poor fulfillment trends and their key rejection reasons to strengthen collaboration with the distribution center and provide better context to customers.
- Monitor monthly trends to spot seasonal dips or performance fluctuations.
- Compare YTD performance with the same period last year to evaluate business momentum.
- Analyze customers with high cancel quantities or low fill rates relative to peers to uncover service or fulfillment issues and guide improvements in customer experience or inventory planning.