

5 Days Data Analytics (Power BI) Internship Problem Statement & Marking Rubric

Project Title:

Design and Develop an Interactive Business Insights Dashboard

Problem Statement:

You are hired as a Business Intelligence Analyst in an organization. Your manager has asked you to create an interactive Power BI dashboard to provide insights into a real-world business scenario. The dashboard should help stakeholders make data-driven decisions by analyzing trends, performance, and key metrics.

You are free to choose any dataset (Sales, HR, Education, Healthcare, Finance, Sports, etc.), but it must be relevant, contain multiple tables, and have at least 200 rows of data.

Project Requirements:

1. Data Import & Cleaning

- Connect Power BI to your dataset (Excel/CSV/Online source).
- Clean the dataset in Power Query (remove duplicates, filter rows, change data types, rename columns).

2. Data Modeling

- Use at least two related tables.
- Define relationships and create a proper data model.

3. Visualizations (Minimum 5)

- Column/Bar Chart (for comparisons).
- Table or Matrix (for detailed view).
- Card (to highlight KPIs like Total Sales, Avg Score, etc.).
- Pie/Donut Chart (for distribution).
- Line Chart or Map (for trend/geo analysis).

4. Interactivity

- Add Slicers (e.g., Year, Department, Gender, Region).
- Enable Drill-down in at least one chart.
- Ensure Cross-filtering works between visuals.

5. Basic DAX

- Create 2 Calculated Columns (e.g., Profit = Sales – Cost, Pass/Fail status).

- Create 2 Measures (e.g., Total Sales, Average Age/Marks).



6. Dashboard Formatting

- Apply a professional theme.
- Use text boxes and shapes for titles and sections.
- Insert at least one logo or image related to the domain.

Deliverables:

- Final Power BI Report (.pbix file).
- A short report (1–2 pages) covering:
 - Dataset source and description.
 - Business problem you are solving.
 - Key insights discovered from your dashboard.

Marking Rubric

 <p>Skill Up. Level Up</p>	GUVI Galgotias 5 Days Internship Marking Rubric	
	Data Visualization Project Marking Rubric	
Review number	Deliverable title	Score
Review 1	Review 1: Data Collection & Preprocessing & Exploratory Data Analysis (EDA), Data Visualization & Interpretation	
	Gather Relevant Data	4
	Clean & Prepare Data	4
	Select and create meaningful features for analysis	4
	Ensure Data Integrity	3
	Generate Descriptive Insights	4
	Discover hidden patterns and irregularities	4
	Apply transformations for better representation	3
	Build initial charts to explore findings	4
	Select visualization types that best convey insights	6
	Aesthetics and clarity of visualizations	6
	Interactive elements (if applicable)	4
	Interpret results and craft a compelling data narrative	4
Total Score		50