

Power BI Case Study: Global Sales Performance Dashboard

Company & Client Information

Company Name: DataEdge Analytics Solutions

Client Name: Orion Retail Group

Client Location: New York City, United States

1. Client Goal / Problem Statement

The client needed a business intelligence dashboard to monitor global sales trends, identify top-performing products, and track profitability by region and customer segment.

2. Approach / Solution

- Structured data into fact and dimension tables
- Built a star schema model in Power BI
- Created DAX measures for key metrics
- Designed visuals with slicers and KPIs for interactivity
- Enabled executive reporting with automated updates

3. Key Metrics / DAX Calculations

Metrics Used:

- Total Sales
- Total Profit
- Profit Margin
- Year-over-Year Sales Growth
- Top 10 Customers by Sales

Sample DAX:

Profit Margin = `DIVIDE([Total Profit], [Total Sales])`

4. Visualizations Used

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- Line Chart: Monthly Sales Trend
- Matrix: Sales & Profit by Region and Category
- Donut Chart: Sales by Region
- Bar Chart: Top 10 Customers by Sales
- Card KPIs: Total Sales, Profit Margin, YoY Growth

5. Outcome / Result

The dashboard helped the client identify underperforming regions, monitor customer profitability, and optimize category-level pricing. It also enabled quicker reporting and trend analysis.

6. Tools & Skills Used

- Power BI (Data modeling, DAX, Visual design)
- CSV file preparation
- Slicers, filters, interactivity
- Conditional formatting and UX enhancements