

Marketing & Sales Performance Report (Power BI)

- Designed and implemented a **star schema data model** by integrating Sales and Marketing datasets through common dimensions (Date, Item).
- Built **Fact-Sales** and **Fact-Marketing** tables linked with **DimDate** and **DimItem** for unified analysis across business domains.
- Developed **advanced DAX measures** (trend analysis, campaign attribution, lag effect analysis, dynamic segmentation) to evaluate marketing influence on sales performance.
- Delivered **interactive dashboards** highlighting sales trends, product performance, regional insights, and campaign effectiveness.
- Implemented **cross-filtering, drill-through, and hierarchy-based navigation** for detailed KPI exploration at product, region, and campaign levels.
- Added **forecasting and trend analysis** to support data-driven business decisions.
- Optimized report performance using calculated tables, relationships, and incremental refresh strategies.

Key Impact: Empowered business teams to analyze marketing impact on sales, identify top-performing products, and make data-driven decisions for improved planning and execution.