**Introduction: Insights through Data Visualization**

In the dynamic landscape of data analysis, the ability to extract meaningful insights from complex data sets is paramount. This Power BI dashboard is a testament to my ability to transform raw data into actionable intelligence. Created with meticulous attention to detail and a deep understanding of business needs, it serves as a powerful tool to illuminate trends, uncover opportunities, and drive informed decision-making. Join me as we delve into the heart of this dashboard, a testament to the transformative potential of data visualization and the art of storytelling.

**Dashboard: Sales Results Management Dashboard (Fictitious data taken from a Power BI course on the Udemy website.)**

* This is the first page of the Dashboard.

A screenshot of a data analysis dashboard

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* Here we have the main information on the dashboard and we want to do a quick analysis in this first view, so we see the total sales (money), total customers, total sales made, and an average of the customers' rating of the company on one card. In addition, we can see the total sales per year and what percentage of sales this year has increased or decreased compared to its predecessor.

A screenshot of a graph

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* Here we analyze sales by state, and although we have a page for seller analysis, here we want to have a quick analysis of sellers who have sold over 600k, as well as views on the status of our sales, canceled or completed, and payment methods.
* When you click "Website", open the company's website.

A screenshot of a blue screen

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* Clicking on "Customer" opens another dashboard page with information about the customers.

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* Here we have detailed information about customers for example, in the column chart we can see which customers buy the most from the company, analysis by gender, which gender buys the most from the company, and a table with detailed information about the customers, and we can use the filters in the header to get various analyses and information and have an icon to return to the first page.
* If click in “Region” open another dashboard page with information about the region.

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* Here we have detailed sales information for region for example, the monetary amount of sales per region, a map showing the largest regions with the most sales in bubbles, and a table with detailed information that can be used according to the filters in the header and have an icon to return to the first page.
* Clicking on "Salesperson" opens another dashboard page with information about the sales of the salesperson.

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A screenshot of a data dashboard

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* Here we have detailed sales information for any salesperson, information’s like Total Sales Value by Salesperson according to the filters used, with lighthouse-style results where red is the worst and green is the best, the number of sales per salesperson, and a comparison of the percentage increase in sales between the years analyzed and have an icon to return to the first page.



* I thought about leaving the pages hidden, and with the dashboard published, these pages would not appear, making the dashboard cleaner, so access to the pages would only be via the header.

A close-up of a sign

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* As this is a demonstration dashboard, just to help with my application, I used only two tables in my database, which are connected by customer code.

A screenshot of a graph

Description automatically generated A close-up of a computer screen

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* Finally, I took the opportunity to use the DAX language to create measures, to demonstrate that it is possible to perform different calculations to help us build dashboards.

In summary, this Power BI dashboard exemplifies the fusion of technical expertise and strategic vision to provide a comprehensive solution for navigating the complexities of business data. From the insightful overview of sales performance to the detailed analysis of customer behavior and regional trends, each element is carefully crafted to provide decision makers with actionable insights. As a demonstration of my data visualization and analysis skills, this dashboard not only showcases the transformative potential of Power BI, but also underscores my commitment to delivering impactful solutions that drive business success.

Thank you for taking the time to read this and I hope I've been able to show you a bit of my knowledge.

Artur Barbosa.