

Sri Lanka Institute of Information Technology

Visual Analytics and User Experience Design (IT4031)



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Assignment 01 – Power BI Dashboard

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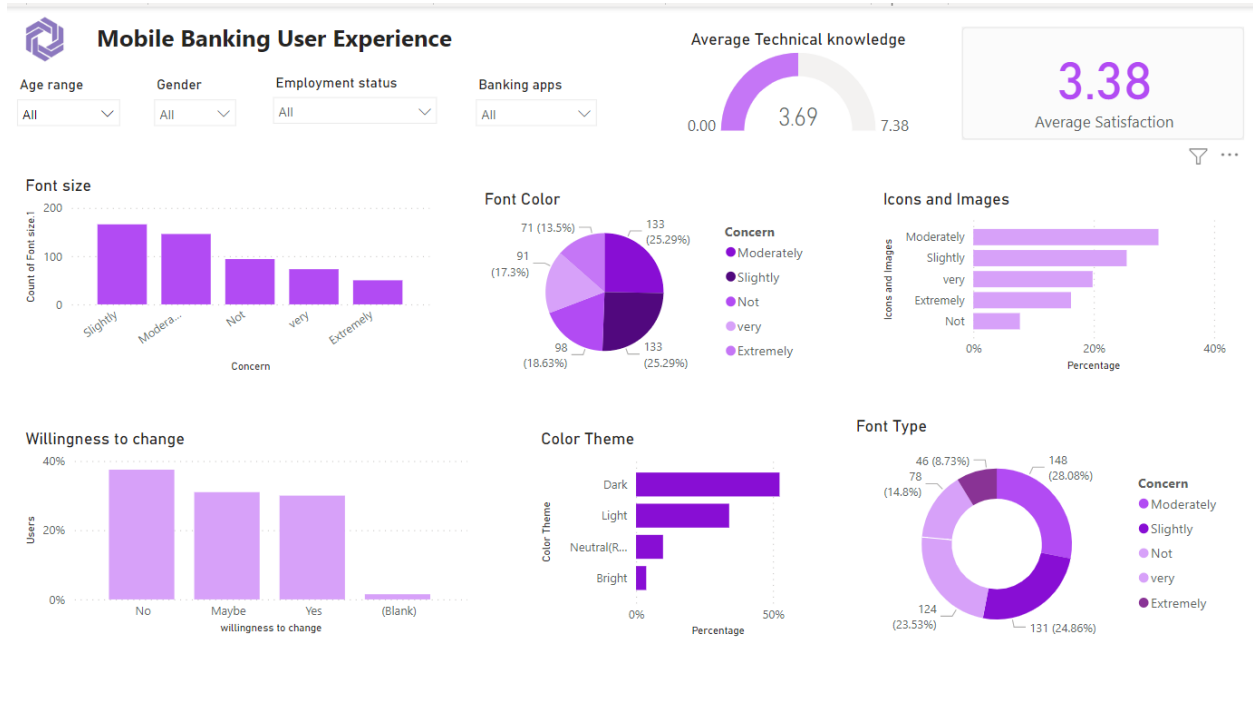
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Power BI Dashboard for Sri Lankan Mobile Banking App Users

Our Power BI dashboard gives a full study and visual representation of how users in Sri Lanka feel about mobile banking apps. We have learned a lot about user demographics, pain points, and user experience from the responses to a 25-question survey.

- **Key Metrics and Filters:** The dashboard shows important metrics, such as the average level of satisfaction (out of 5) and the average level of technical understanding of the respondents. We can look at different parts of the population by filtering the data by gender, age group, employment status, and banking app (BOC, People's Bank, Sampath Vishwa, and Commercial Bank).
- **Visualizations:** We created visuals of what users are worried about in terms of font size, font color, icons and images, font type, and background color, as well as what theme they'd prefer for the mobile banking app. These insights help us to design the UI of the banking app and prioritize design features and make the apps easier to use overall.
- **Usage Patterns:** The dashboard also provides information on the main purposes for which users utilize the app, such as checking account balances, and the frequency of app usage. This data can be used to optimize the most popular functionalities and ensure a seamless user experience.
- **Willingness to Change:** Our analysis shows that most users are not willing to switch to a new mobile banking app, which shows that they are generally happy with the one they already use. But it's important to fix problems and keep making the user experience better if you want to keep users and get new ones.
- **In conclusion,** our Power BI dashboard offers a wealth of information to help improve the design and functionality of mobile banking apps in Sri Lanka. By continuously gathering and analyzing user feedback, app developers can ensure their products meet the needs and preferences of users in the region.

Dashboard



Link for the Dashboard

[Click here to view the dashboard.](#)