

## Executive Summary:

I have developed an interactive Power BI dashboard focused on mobile sales analysis. The dashboard effectively utilizes advanced Power BI features and tools to provide comprehensive insights into sales data. Below are the key highlights:

### Dashboard Features:

#### 1. Navigation and User Experience:

- **Page Navigator:** Simplifies navigation between key reports, including MTD (Month-to-Date), YTD (Year-to-Date), and comparative analyses.
- **Dynamic Slicers:** Enables filtering by month, year, brand, mobile model, and payment method for tailored insights.

#### 2. Interactive Visualizations:

- **Geographical Mapping:** Displays sales distribution across cities, aiding in regional performance analysis.
- **Line and Bar Charts:** Show trends in sales, quantities, and transactions over time.
- **Pie Chart:** Breaks down transactions by payment method for detailed financial insights.

#### 3. Advanced Analytics:

- **Custom Measures:** Includes metrics like Total Sales, Total Quantity, Transactions, and Average Price, calculated dynamically using DAX (Data Analysis Expressions).
- **Comparative Analysis:** Highlights performance against the same period last year, enabling year-over-year (YoY) performance tracking.

#### 4. User-Centric Insights:

- **Top Products:** Showcases the top-performing mobile models based on total sales.
- **Ratings Summary:** Aggregates customer ratings by category (Good, Average, Poor), offering feedback-driven insights.

#### 5. Trend Analysis:

- Detailed MTD and YTD reports visualize cumulative progress, while bar charts compare sales performance across quarters and months.

### Skills Demonstrated:

- Proficiency in Power BI's advanced visualization tools.
- Expertise in DAX for creating dynamic measures and calculated columns.
- Implementation of user-friendly navigation and filtering systems.
- Ability to present data insights effectively through diverse chart types and layouts.
- Analytical thinking to derive actionable insights for stakeholders.