**Interview Questions:**

1. What are the key elements of a dashboard?

A good dashboard includes:

- KPIs (Key Performance Indicators) like Sales, Profit, or Growth.

- Visualizations (charts, tables, maps) to show trends and comparisons.

- Filters/Slicers (e.g., by date, region, product) for interactivity.

- Time-series analysis (line/area charts) to track performance over time.

- Consistent design (colors, layout) for clarity.

2. What is a KPI?

A KPI (Key Performance Indicator) is a measurable metric that shows how well a business is achieving its goals. Examples:

- Sales Revenue (total income).

- Profit Margin (profit divided by sales).

- Customer Growth Rate (new customers over time).

3. What are slicers in Power BI?

Slicers are interactive filters that let users control what data is displayed. For example:

- A Country slicer lets you view data only for Germany or Canada.

- A Date slicer helps focus on a specific time range.

They make dashboards user-friendly and dynamic.

4. Difference between Power BI and Tableau?

Power BI Tableau

Cheaper, better for Microsoft ecosystem. More expensive, better for advanced

visualizations.

Easier for beginners. Steeper learning curve but more flexible.

Strong for real-time data. Better at handling large datasets.

5. How do you make a dashboard interactive?

- Add slicers/filters (e.g., let users pick a product or date range).

- Use drill-downs (click to see details).

- Include tooltips (hover for extra info).

- Link visuals (select a bar in one chart to filter another).

6. How do you deal with large datasets in dashboards?

- Optimize data: Use Power BI’s \*Import Mode\* for smaller datasets or \*DirectQuery\* for large databases.

- Aggregate data: Show summaries (e.g., monthly sales instead of daily).

- Limit visuals: Only include necessary charts to reduce load time.

7. What chart types do you use for trend analysis?

- Line charts: (best for time trends, e.g., monthly sales).

- Area charts: (show volume + trends, e.g., profit over time).

- Bar/column charts: (compare categories, e.g., sales by product).