

Power BI Dashboards:

Comprehensive Analytics Report (2025–2026 Edition)

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Abstract

This report consolidates insights from eight enterprise-grade Power BI dashboards. It covers diverse business domains including Financial Services, HR Analytics, E-Commerce, Retail Forecasting, and Environmental Intelligence. The report highlights key performance indicators (KPIs), technical implementations using DAX and Power Query, and strategic data storytelling for executive decision-making.

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1 Introduction

This project demonstrates advanced Business Intelligence capabilities across multiple real-world datasets. The primary focus is on transforming raw data into actionable intelligence through:

- **Complex ETL:** Using Power Query for JSON API transformations and large-scale data cleaning.
- **Advanced Modeling:** Implementation of Star Schema architectures for optimized performance.
- **DAX Engineering:** Development of time-intelligence measures and conditional KPIs.
- **Predictive Analytics:** 15-day time-series forecasting for retail demand.

2 Project Portfolio & Delivery Performance

2.1 2025–2026 Portfolio Overview

- **Total Portfolio Volume:** 243 Projects.
- **2025 Performance:** 134 Projects Delivered with a **100% Delivery Rate**.
- **2026 Pipeline:** 109 Upcoming Projects.

2.2 Departmental Delivery Ranking

The Finance and Underwriting teams led the delivery cycle in 2025 with 34 projects each. Underwriting is identified as the high-priority team for 2026 with 52 upcoming projects in the pipeline.

3 Financial & Credit Analytics

3.1 Credit Card Transaction Report

- **Revenue:** ₹57M total revenue managed.
- **Transaction Count:** 667K transactions analyzed.
- **Top Card Category:** 'Blue' cards contributed ₹47M (82% of total revenue).
- **Expenditure Trends:** Bills (₹14M) and Entertainment (₹10M) are the primary spending categories.

3.2 Credit Card Customer Insights

Analysis of customer demographics revealed that Graduates are the most profitable segment (₹23M revenue). Geographically, revenue is concentrated in Texas (TX), New York (NY), and California (CA).

4 Human Resources & Workforce Analytics

4.1 Workforce Health Metrics

- **Headcount:** 1470 Employees.
- **Attrition Rate:** 16.1% (237 total exits).
- **Demographic Attrition:** Age group 26–35 is the most volatile (116 exits).

4.2 Retention Risk Factors

The highest attrition was observed in the Life Sciences (38%) and Medical (27%) departments. Laboratory Technicians (62 exits) and Sales Executives (57 exits) were the roles requiring immediate retention strategy intervention.

5 Retail & E-Commerce Performance

5.1 Superstore Sales & 15-Day Forecast

Total revenue reached ₹1.6M with ₹175K profit. Time-series forecasting models predict steady daily sales between ₹5K–₹15K for the upcoming quarter. Standard Class remains the preferred shipping mode (91% usage).

5.2 E-Commerce Behavioral Trends

Clothing accounts for 63% of the total quantity sold. Customer segmentation analysis shows that middle-aged customers generate the highest revenue, while young adults lead in transaction volume.

6 Environmental Intelligence (Weather API)

6.1 Regional Climate Monitoring

Utilizing real-time API integration for Karachi, Lahore, and Islamabad.

- **Current State (Karachi):** 26.3°C, 12% Humidity, 22.7 km/h Wind Speed.
- **Air Quality Index (AQI):** Classified as "Good" (CO: 805, PM2.5: 32, O3: 73).

7 Technical Summary

The portfolio utilizes a dark-themed, high-contrast UI/UX design optimized for executive clarity. Technical highlights include the use of `CALCULATE` and `FILTER` DAX functions for dynamic metrics and the `Web.Contents` function in Power Query for live weather data ingestion.

This report serves as a technical annex to the portfolio website.

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