Power BI Dashboards: Comprehensive Analytics
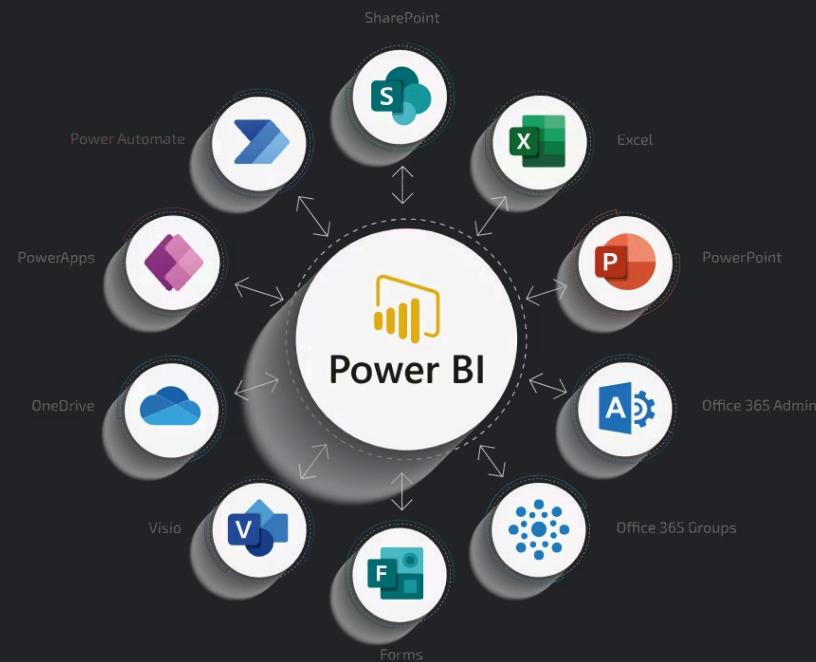
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This project showcases eight fully developed Power BI dashboards, built using real-world datasets and advanced analytical techniques. The report aims to demonstrate BI skills across multiple business domains, provide insights for decision-making, and build a strong portfolio for analytics roles.

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Tools & Techniques Used

Power BI Desktop

For interactive dashboards and reports.

DAX & Data Modeling

Time intelligence, conditional measures, KPIs, and Star Schema.

Power Query

JSON transformation and ETL processes.

Forecasting Models

Predictive analytics for future trends.

SharePoint

Power Automate

Excel

PowerApps

PowerPoint

Power BI

OneDrive

Office 365 Admin

Visio

Office 365 Groups

Forms

E-Commerce Sales Dashboard

Business Purpose

Analyze sales, profit, customer behavior, category performance, and state-wise revenue.

Key KPIs

- Total Sales: ₹438K
- Total Quantity: 5615
- Total Profit: ₹37K
- AOV: ₹121K

Key Insights

- Clothing contributed 63% of quantity—highest demand.
- Maharashtra & Delhi are top-performing states in sales revenue.
- UPI (21%) & COD (13%) are top payment methods.

Trend Insights
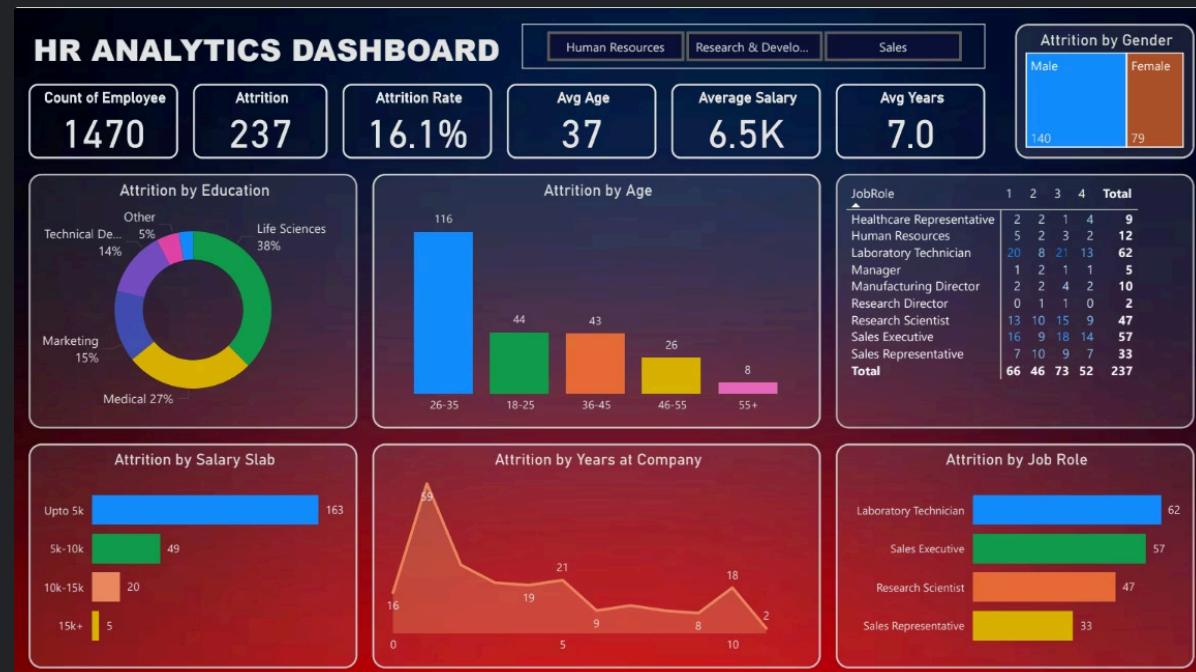
- Profit fluctuates across months—peaks in Jan, May, Oct.
- Top customers include Harivansh, Madhav, Mohan, Shiva.

HR Analytics Dashboard

Trend Insights

Majority of attrition occurs in Research, Sales, and Technical departments.

Business Purpose

Analyze employee attrition and HR-related KPIs to identify workforce trends.

Key KPIs

- Total Employees: 1470
- Attrition Rate: 16.1%
- Average Age: 37
- Average Salary: 6.5K

Key Insights

- Highest attrition in Life Sciences (38%), Marketing (27%), Technical Degree (15%).
- Age group 26–35 has the highest attrition (116 employees).
- Low salary slabs (Upto 5k) have the highest attrition.

Weather Forecast Dashboard

Business Purpose

Monitor weather conditions for Karachi, Lahore, and Islamabad with AQI analysis.

Key KPIs (Karachi)

- Temperature: 26.3°C
- Humidity: 12%
- Wind Speed: 22.7 km/h
- UV Index: 4

Key Insights

- Clear 7-day forecast with slight temperature increase ahead.
- AQI Category: Good — Air is clean and healthy.
- Rain probability stays low across all days.

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Trend Insights

Monday & Tuesday show slightly higher temperatures.

Superstore Sales Dashboard & Forecast

Superstore Sales

Analyze store performance across regions, categories, payment modes, and customer segments.
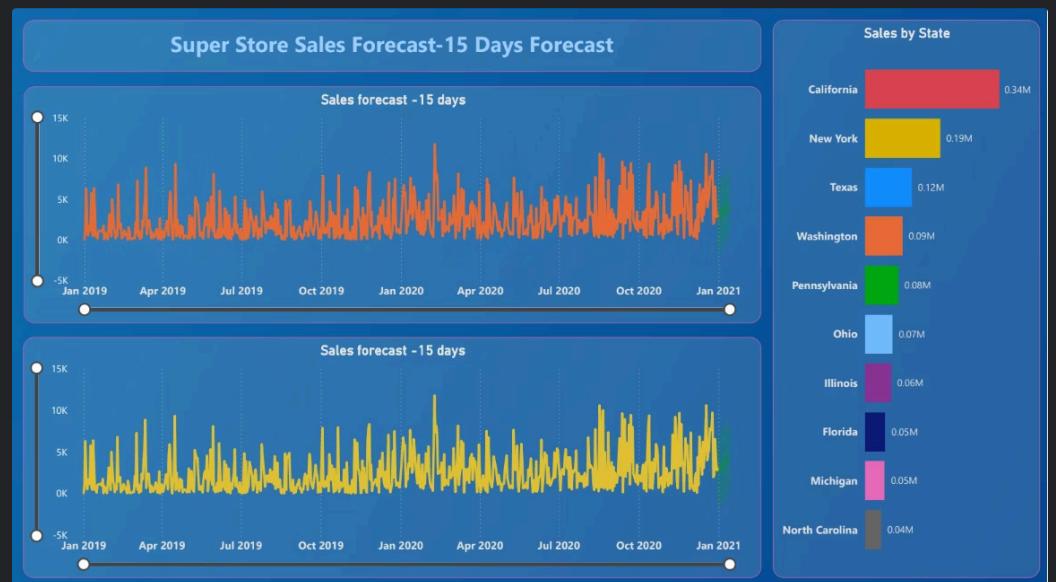
- Sales: 1.6M, Orders: 22K, Profit: 175K
- Office Supplies (0.64M) is top-performing category.
- West (33%) and East (29%) are leading regions.
- Consumer segment contributes nearly 50% of sales.
- Sales trend shows strong performance in Q1 & Q4.

Sales Forecast (-15 Days)

Predict future 15-day sales using historical data and time series.

- Forecast model predicts steady sales between 5K – 15K.
- Strong states in revenue: California, New York, Texas, Washington.
- Forecast vs actual lines show close alignment, indicating good model accuracy.
- Consistent increasing trend every quarter, highlighting upcoming demand peaks.

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Credit Card Transaction Report

Business Purpose

Track revenue, transactions, customer behavior, card performance & acquisition costs.

Top KPIs
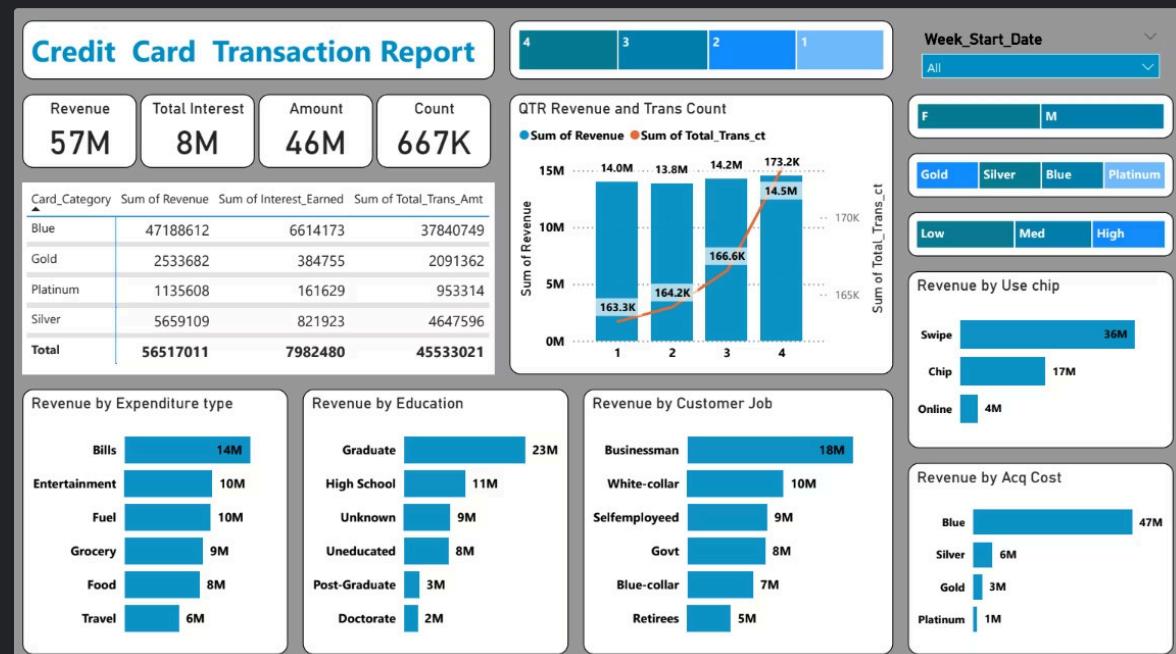
- Revenue: 57M
- Total Transaction Amount: 46M
- Transaction Count: 667K
- Total Interest: 8M

Key Insights

- Q4 has the highest revenue (14.5M).
- Highest spending categories: Bills, Entertainment, Fuel, Grocery.
- Most revenue by education: Graduate (23M).
- Top job categories: Businessmen (18M), Self-employed (9M), Govt Employees (8M).
- Blue card leads performance with 47M revenue.

Trend Insights

- Revenue consistently increases from Q1 → Q4.
- Delinquent rate at 6.1%—requires monitoring.

Credit Card Transaction Report dashboard

Card_Category	Sum of Revenue	Sum of Interest_Earned	Sum of Total_Trans_Amt
Blue	47188612	6614173	37840749
Gold	2533682	384755	2091362
Platinum	1135608	161629	953314
Silver	5659109	821923	4647596
Total	56517011	7982480	45533021

Credit Card Customer Report

Trend Insights

- High correlation between income + spending.
- Swipe transactions dominate online/card usage.

Business Purpose

Understand customer demographics, spending behavior, revenue distribution & card performance.

Top KPIs

- Revenue: 57M
- Income: 588M
- Interest Earned: 8M
- CSS Score: 3.19

Key Insights

- Revenue highest among: Age 40–50 group, Male customers, High-income group.
- Revenue by Job: Businessman (17.6M), Self-employed (8.5M), Govt (8.3M).
- TX, NY, CA, FL, NJ lead revenue by state.
- Married customers contribute 16M in revenue.

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Customer Behavior Dashboard & Combined Insights

Customer Behavior Dashboard

Analyze demographics, subscriptions, rating scores & category performance.

- Customers: 3.9K, Average Purchase: $59.76, Average Rating: 3.75
- 73% of customers have no subscription—opportunity for upsell.
- Highest revenue categories: Clothing & Accessories.
- Middle-aged customers generate highest revenue; young adults highest purchases.
- Age directly influences revenue; subscriptions lead to higher average purchase.

Combined Insights Across Dashboards

- Sales and credit card dashboards show strong Q4 growth patterns.
- Weather data can be combined with sales for climate-based demand forecasting.
- Customer behavior aligns strongly with income, job type, and card category.
- HR attrition patterns highlight areas for employee retention strategies.

Conclusion: Advanced Analytics Capabilities

This multi-dashboard Power BI portfolio demonstrates advanced analytics capabilities across several business domains, including sales, HR, finance, customer behavior, forecasting, and weather intelligence.

BI Development
End-to-end dashboard creation.

Data Analysis
Extracting meaningful insights.

Forecasting
Predictive modeling for future trends.

DAX & Modeling
Complex calculations and data structures.

Data Visualization
Clear and impactful presentations.

Business Insights Storytelling
Translating data into actionable strategies.