

Power BI Dashboards:

Comprehensive Analytics Report (2025–2026 Edition)

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December 18, 2025

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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