

MARKETING ANALYSIS

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TOOLS & TECHNOLOGIES USED: Microsoft Power BI Desktop, MS Excel, MS Word, MySQL, Microsoft Power BI Service.

SUMMARY:

Who the audience of the dashboard is:

This dashboard was built for the marketing team to visualize a set of market research carried out with its customers.

What the purpose of the dashboard is:

The purpose of the dashboard is to help a marketing team identify trends and patterns within a set of market research carried out with customers.

The dashboard provides the marketing team with a visual representation of their research, allowing them to spot correlations between various customer data points. These insights help them understand their customers and therefore learn how to better accommodate them.

DASHBOARD:

