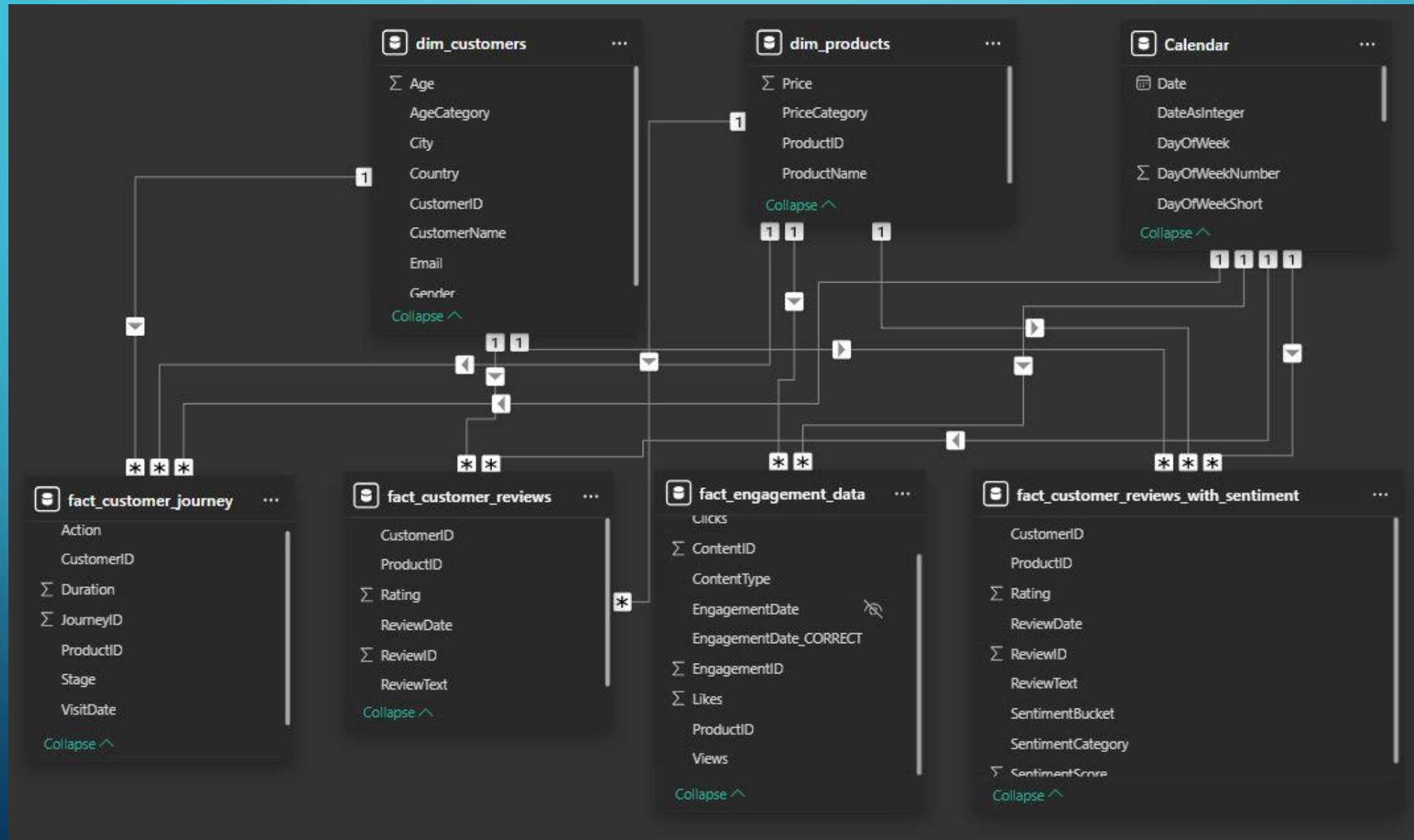


A decorative graphic on the left side of the slide, consisting of a network of light blue lines and small circles, resembling a circuit board or a data flow diagram.

STEP 4:











CREATE AN INTERACTIVE DASHBOARD IN POWER BI



Data Model



Calculations

Calendar table created in DAX to format dates to easily connect to Fact tables

- ▼  _Calculations
 - ☐  Clicks
 - ☐  Conversion Rate
 - ☐  Likes
 - ☐  Number of Campaign Engagements
 - ☐  Number of Campaigns
 - ☐  Number of Customer Journeys
 - ☐  Number of Customer Reviews
 - ☐  Rating (Average)
 - ☐  Views

- ▼  Calendar
 - > ☐  Date
 - ☐ DateAsInteger
 - ☐ DayOfWeek
 - ☐ Σ DayOfWeekNumber
 - ☐ DayOfWeekShort
 - ☐ MonthNameLong
 - ☐ MonthNameShort
 - ☐ Monthnumber
 - ☐ Quarter
 - ☐ Σ Year
 - ☐ YearMonthnumber
 - ☐ YearMonthShort