Power BI Dashboard Summary - Product Sales

Objective

Design an interactive Power BI dashboard for business stakeholders using a product sales call dataset.

Key KPIs

- Total Calls

- Total Pickups

- Conversion Rate (Products Sold / Picked Up)

- Total Products Sold

- Average Call Duration

Dashboard Features

- Summary cards for key KPIs

- Bar chart for agent-wise product sales

- Pie chart showing pickup vs missed calls

- Line chart for call duration trends

- Filters for Agent_Name and ProductSold

- Clean and consistent color theme

Dataset Overview

- Rows: 9,939

- Columns: AgentID, CallID, CustomerID, PickedUp, Duration, ProductSold, Agent_Name

- ProductSold is binary (1=sold, 0=not sold)

- PickedUp is binary (1=call picked up, 0=missed)

Intended Outcome

An insightful, interactive dashboard that helps managers analyze agent performance and sales effectivene

Tool Used

Power BI Desktop