Project name: *Operational & Financial Performance Dashboard*
Tool: Power BI
Data: Synthetic dataset (Transactions 2023–2024)
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Company: The company provides **transportation and logistics services** for the energy and mining sectors. It handles shipments of **oil products, raw minerals, and industrial equipment** across multiple regions.
Transportation is done through a **multi-modal network** — rail and sea for long-distance routes, trucks for regional deliveries, and air freight for urgent or high-value cargo.

▫ **1. Reports goal:** The report provides a comprehensive view of financial and operational performance for the logistics division.
It enables management to monitor revenue growth, profitability, delivery efficiency, and service reliability over time.
The dashboard supports data-driven decision-making by consolidating key KPIs across finance, operations, and customer service.

▫ **2. Data Sources**: Synthetic transaction data was used (Revenue, Plan Revenue, Cost, OTIF, Lead Time, Segments, Regions, Categories).

▫ **3. Key metrics**

• **Revenue & Gross Margin (%)** – measure overall business performance and profitability.
• **OTIF % (On-Time In-Full)** – tracks delivery reliability and service quality.
• **Lead Time (days)** – measures average shipment duration and operational efficiency.
• **Revenue Achievement % & Variance to Plan** – evaluate performance against business targets.
• **On-Time Improvement %** – shows year-over-year progress in delivery performance.
• **Volume & Total Shipments** – assess operational throughput and logistics capacity.

▫ **4. Key insights**

• In 2024, GM% consistently exceeded 50%, despite a slight decline in revenue.

• Average Lead Time increased by 0.2 days, which decreased OTIF% by 0.2 percentage points.

• The Chemicals category and the West region account for the largest contribution to delays.

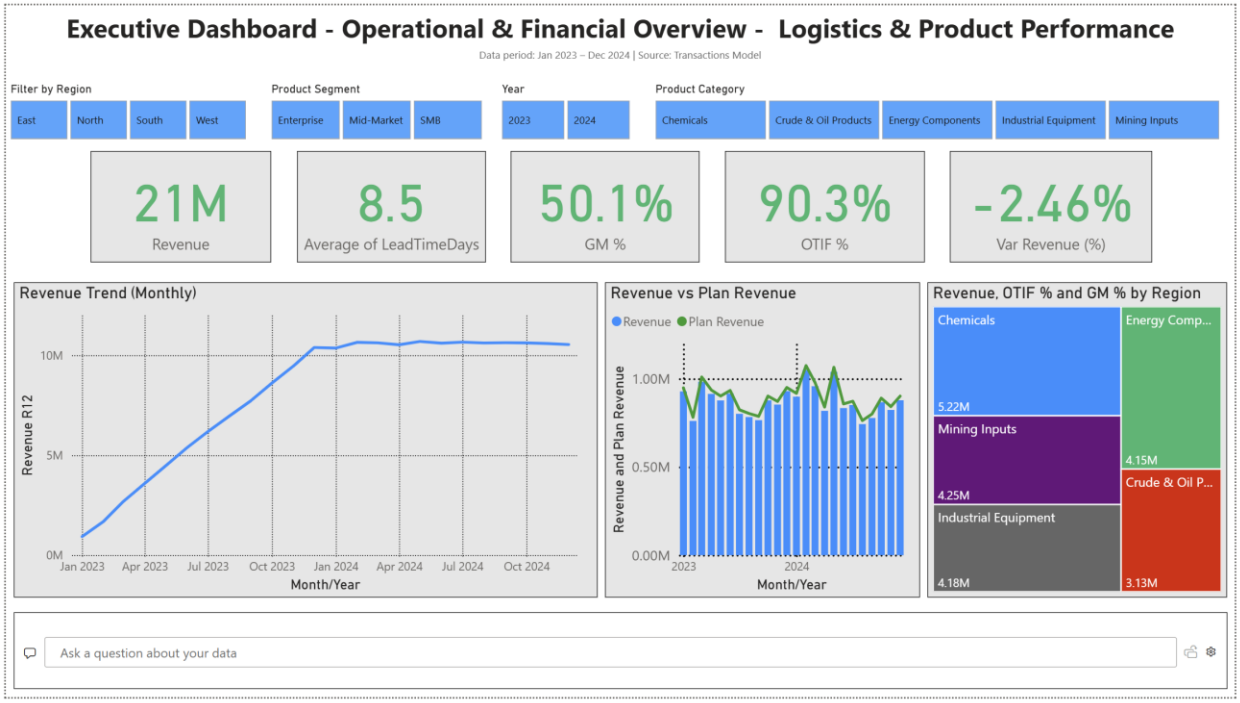
▫ 5. Tools and Methods

Power BI (DAX formulas, cross-page filtering, decomposition tree, key influencers).

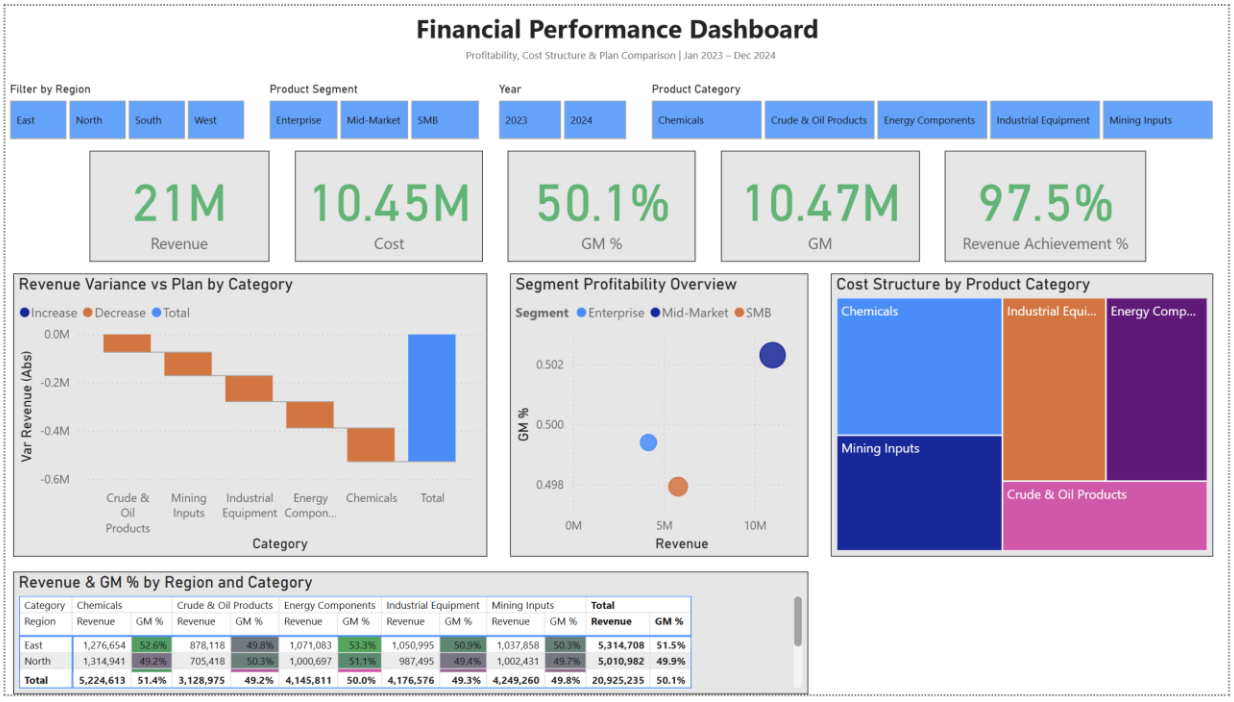
Visualizations: KPI cards, Combo Charts, Treemap, Waterfall, Scatter, Decomposition Tree.

▫ 6. Screenshots and page descriptions

Overview: A general overview of key KPIs for the period.

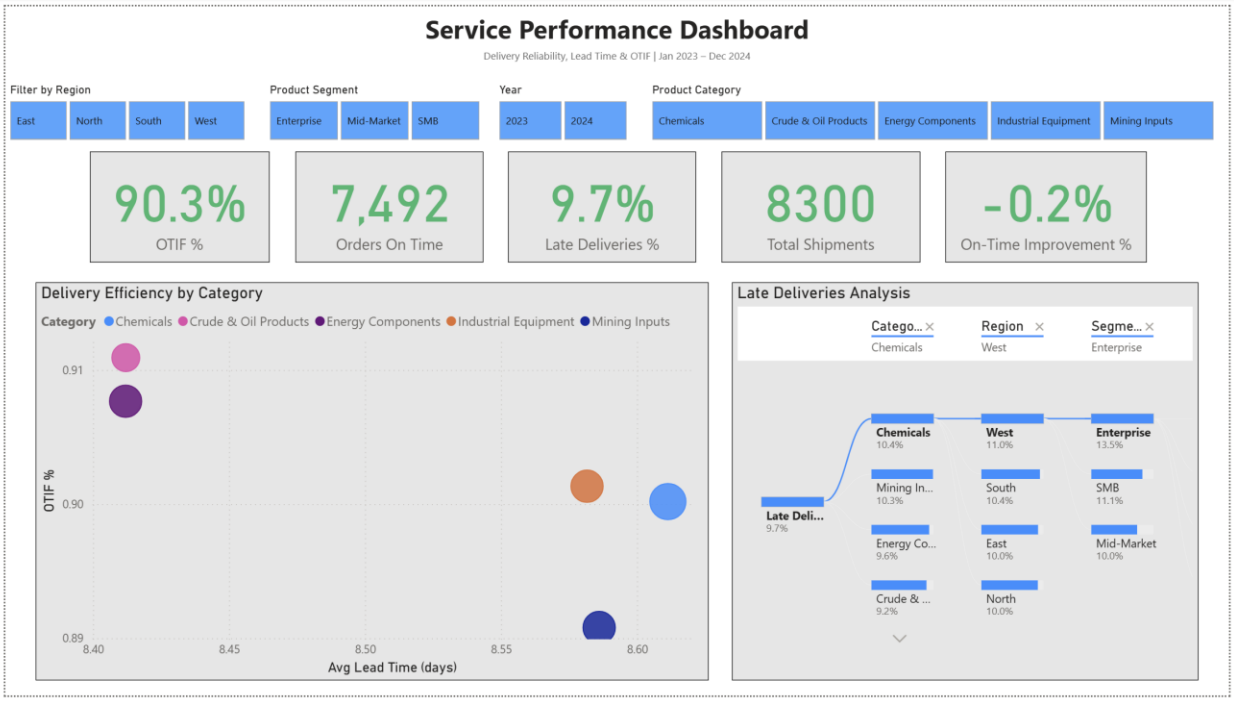


Financials: Analysis of revenue, expenses, and margins.

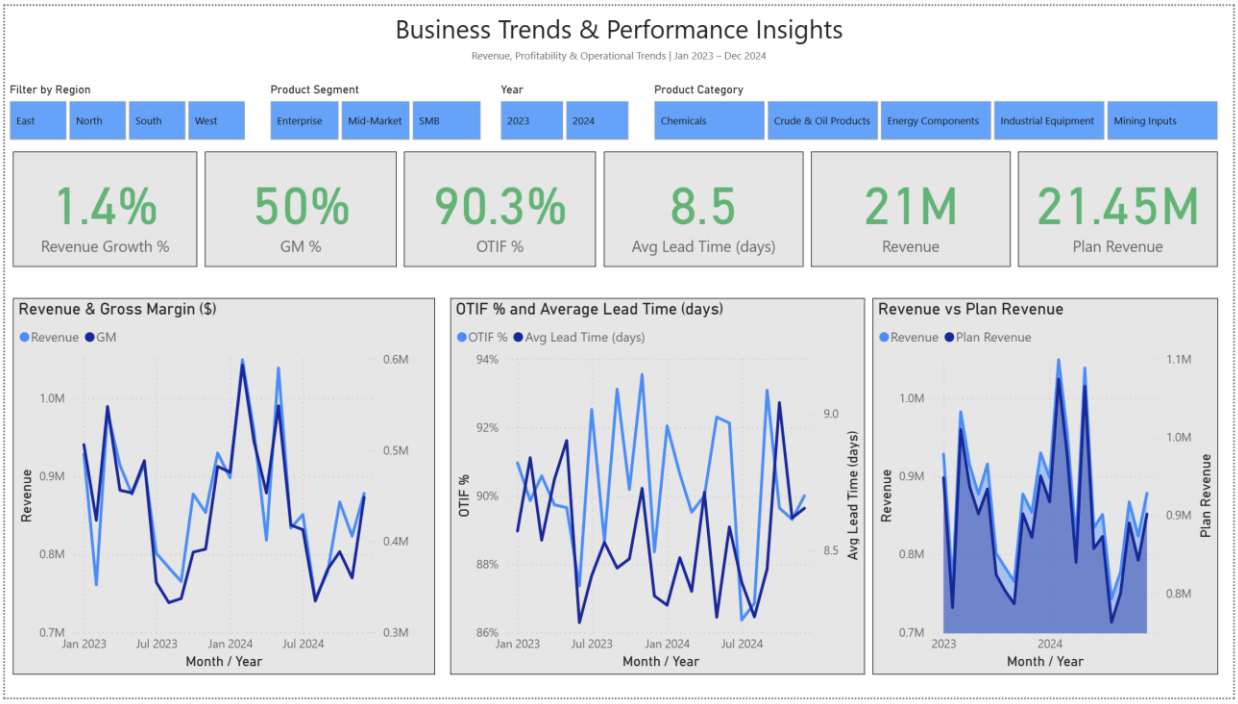


Category	Chemicals		Crude & Oil Products		Energy Components		Industrial Equipment		Mining Inputs		Total	
Region	Revenue	GM %	Revenue	GM %	Revenue	GM %	Revenue	GM %	Revenue	GM %	**Revenue**	**GM %**
East	1,276,654	52.6%	878,118	49.8%	1,071,083	53.3%	1,050,995	50.9%	1,037,858	50.3%	**5,314,708**	**51.5%**
North	1,314,941	49.2%	705,418	50.3%	1,000,697	51.1%	987,495	49.4%	1,002,431	49.7%	**5,010,982**	**49.9%**
Total	**5,224,613**	**51.4%**	**3,128,975**	**49.2%**	**4,145,811**	**50.0%**	**4,176,576**	**49.3%**	**4,249,260**	**49.8%**	**20,925,235**	**50.1%**

Service: Delivery and reliability indicators.



Trends: Monthly performance and comparison with plan.



▫ 7. Conclusion

The report provides a complete picture of financial and operational performance and can be used by management to make decisions on supply planning and optimization.