Power BI Final Project Documentation

Documented List of DAX Measures and Visuals Used

1. Project Overview

This project is a professional multi-page Power BI dashboard designed to analyze Sales, Customers, Products, Region performance, and Profitability. The report demonstrates data modeling, DAX measures, time intelligence, and interactive dashboard design.

2. DAX Measures Used

Measure Name	Purpose
Total Sales	Total revenue calculation
Total Orders	Total number of orders
Total Quantity	Total units sold
Total Customers	Unique customers count
High Value Orders	Orders with high order value
Avg Sales per Order	Average revenue per order
Sales Contribution %	Product contribution to total sales
Sales YTD	Year-to-date sales
Sales Previous Year	Previous year sales
YoY Growth %	Year-over-year growth
Sales Previous Month	Previous month sales
MoM Growth %	Month-over-month growth

3. Calculated Columns Created

Column Name	Table	Purpose
Full Name	Customer_Dim	Customer full name for reporting
YearMonth	Date_Dim	Month-level time analysis
Profit Category	Sales_Fact	Classifies records into profit and no-profit

4. Visuals Used in Dashboard

Page	Visual Type	Purpose
Main Dashboard	KPI Cards	Show Total Sales, Orders, Quantity, Customers, Profit, Cost
	Donut Chart	Sales distribution by Region
	Line Chart	Sales and Sales YTD trend by Month and Region
	Bar Chart	Top Products by Total Sales with color gradient
	Slicers	Year, Region, Category filters
	Navigation Buttons	Page navigation between dashboards

Page	Visual Type	Purpose
Sales & Customer Analysis	Bar Chart	Top Customers by Total Sales
	Line Chart	Total Orders trend by Year-Month
	Column Chart	Sales by Category comparison
	Donut Chart	Profitable vs Not Profitable orders
	KPI Card	Total Customers and selected customer summary
	Slicers	Year, Region, Category filters
	Navigation Buttons	Page navigation between dashboards

Overall Information	Decomposition Tree	Drill-down analysis of Sales by Region, Category, Product, Segment, Customer
	Waterfall Chart	Month-wise Sales increase and decrease
	Slicers	Customer, Region, Category filtering
	Navigation Buttons	Page navigation between dashboards