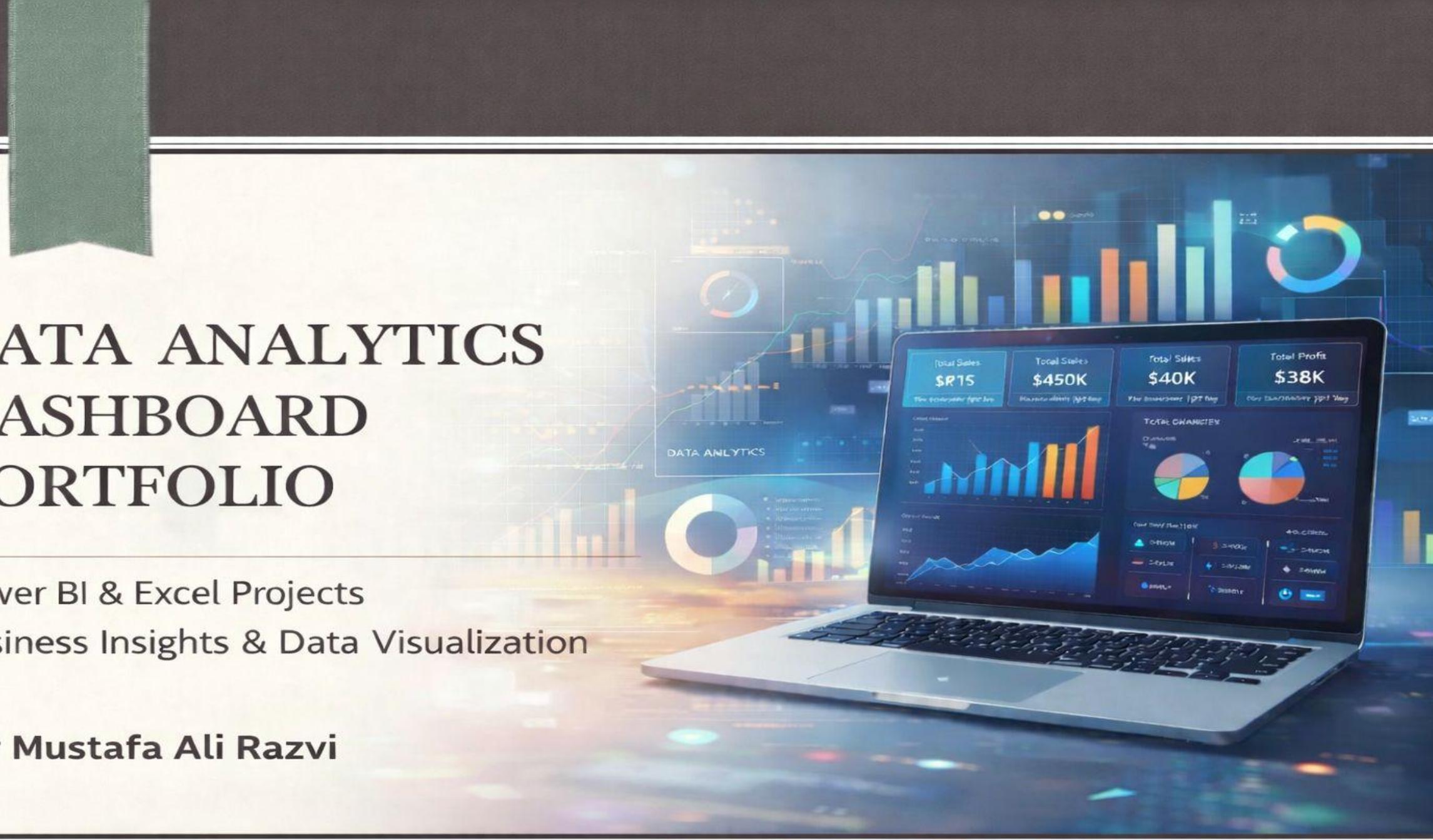


DATA ANALYTICS DASHBOARD PORTFOLIO

Power BI & Excel Projects
Business Insights & Data Visualization

Mir Mustafa Ali Razvi



HR Analytics Dashboard – Overview & Role

- Overview

- Interactive HR analytics dashboard developed using Power BI
- Purpose: To analyse employee attrition and workforce trends
- Supports HR decision-making using data-driven insights
- Department-wise analysis using slicers (HR, R&D, Sales)

- Role:

- Data cleaning & transformation
- Data modeling and DAX calculations
- Dashboard design & insight generation



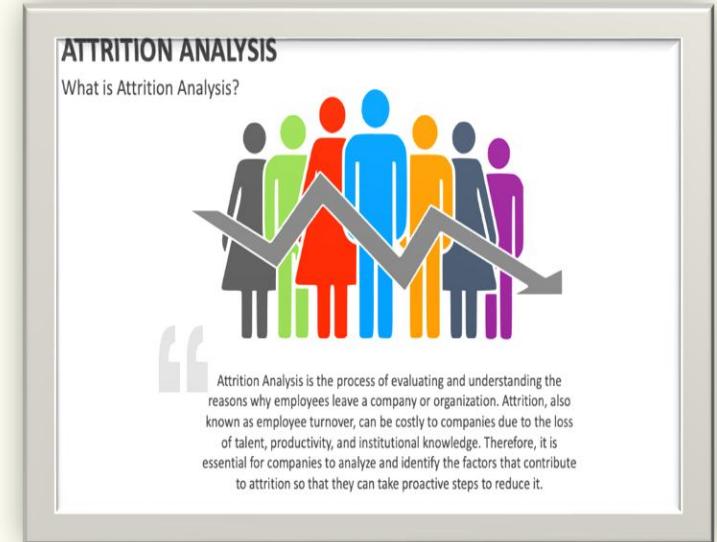
HR Analytics Dashboard – Key Metrics & KPIs

- Total Employee Count: 1.47K
 - Total Attrition Count: 237 employees
 - Overall Attrition Rate: 16.1%
 - Average Employee Age: 37 years
 - Average Salary: 6.5K
 - Average Years at Company: 7 years



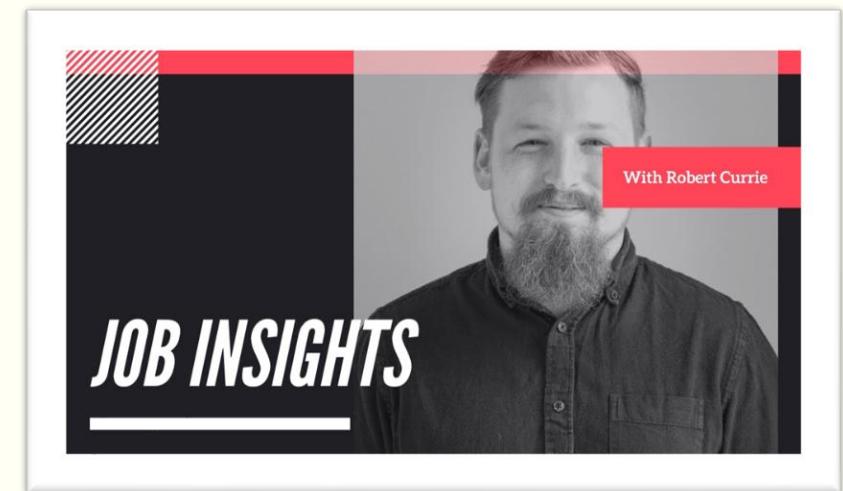
HR Analytics Dashboard – Attrition Analysis

- Attrition by Age Group: Highest attrition observed in 26–35 age group
- Attrition by Education: Life Sciences and Medical backgrounds show higher attrition
- Attrition by Salary Slab: Employees earning up to 5K show maximum attrition
- Attrition by Years at Company: Higher attrition during early years of employment



HR Analytics Dashboard – Job Role Insights

- Job Role
- High attrition observed in Laboratory Technicians and Sales Executives
- Job role comparison helps identify critical roles with retention issues
- Helps HR teams design role-specific retention strategies
- Key Insights:
- Highest attrition in 26–35 age group
- Early-stage employees show higher attrition



HR Analytics Dashboard – Skills Used

- **Skills**
- Power BI
- DAX
- Data Modeling
- HR Analytics
- KPI Design
- Business Decision Support



HR Analytics Dashboard – Power BI View



E-Commerce Sales Dashboard – Overview & Role



- **Overview**
- Interactive sales analytics dashboard built using Power BI
- Objective: Track sales performance, profitability, and customer behavior
- Helps business stakeholders monitor growth and revenue trends
- **Role:**
- Sales & profit analysis
- KPI creation and visualization
- Time-based performance analysis

E-Commerce Sales Dashboard – Key KPIs

- Total Sales Amount: 438K
 - Total Profit: 37K
 - Total Quantity Sold: 5615 units
 - Average Order Value (AOV): 121K
 - Quarter-wise filtering for time-based analysis



E-Commerce Sales Dashboard – Business Insights

- Sales analysis by state identifies top-performing regions
- Category-wise quantity distribution shows customer preferences
- Profit by month highlights profitable and loss-making periods
- Payment mode analysis (UPI, COD, Credit/Debit cards)
- Key Insights:
 - Top-performing states identified
 - Monthly profit and loss trends analyzed



E-Commerce Sales Dashboard – Skills Used



- Skills
- Power BI
- Power Query (ETL)
- DAX Measures
- Sales & Profit Analysis
- KPI Visualization
- Business Analytics

E-Commerce Sales Dashboard – Power BI View



Excel Analytics Dashboard – Overview & Role

- Overview

- Business analytics dashboard created using Microsoft Excel
- Annual performance report for Vrinda Store (2022)
- Demonstrates strong analytics capability using Excel

- Role:

- Data cleaning and preparation
- Sales & customer trend analysis
- Dashboard creation using Excel



Excel Dashboard – Sales & Customer Analysis



- Monthly Order vs Sales trend analysis
- Sales contribution by gender (Men vs Women)
- Order status analysis: Delivered, Returned, Refunded, Cancelled



Excel Dashboard – Regional & Channel Insights



- Top 5 states contributing to total sales
- Customer segmentation by age group and gender
- Order distribution across platforms (Amazon, Flipkart, Myntra, etc.)
- **Key Insights:**
 - Women customers contribute higher sales
 - Top states drive maximum revenue

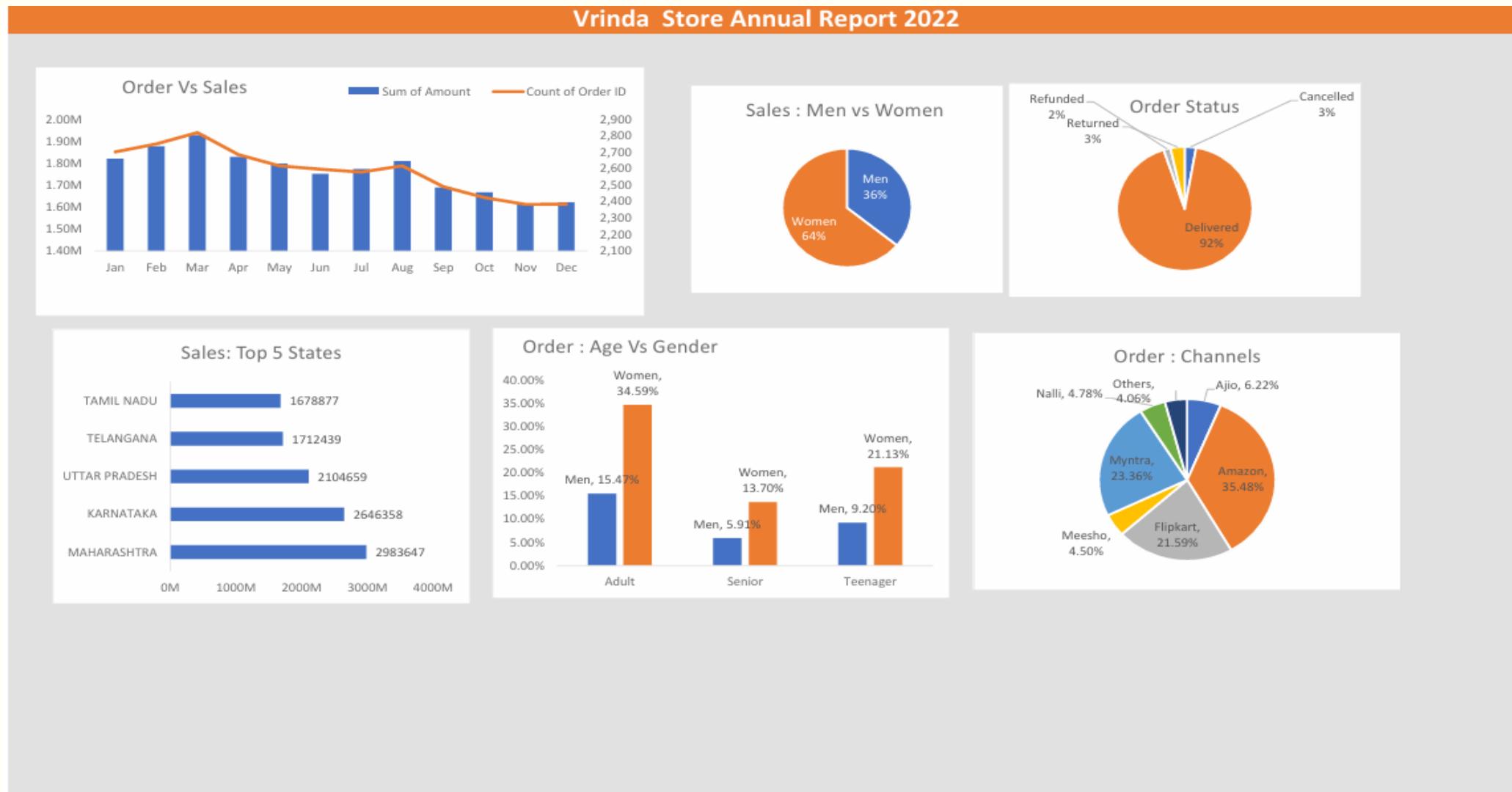


Excel Analytics Dashboard – Skills Used

- Skills
- Microsoft Excel
- Pivot Tables & Charts
- Advanced Excel Functions
- Data Cleaning & Formatting
- Dashboard Design
- Sales & Customer Analytics



Excel Analytics Dashboard – View

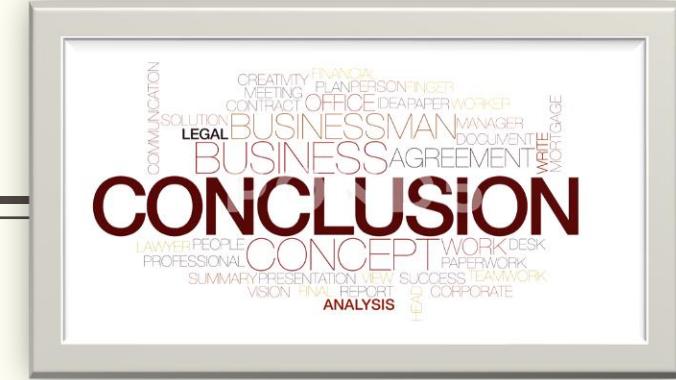


Importance of Data Analytics & Stakeholder Communication

- Data analytics helps organizations transform raw data into meaningful insights for informed decision-making.
- Dashboards are effective only when insights are clear, relevant, and aligned with business objectives.
- Stakeholder communication ensures that analytical insights are easily understood by both technical and non-technical users.
- Well-designed visualizations and KPIs help stakeholders quickly identify trends, risks, and opportunities.
- Effective communication bridges the gap between data analysis and actionable business decisions.



Conclusion



- This portfolio demonstrates my ability to transform raw data into meaningful insights using Power BI and Microsoft Excel.
 - I have worked on real-world datasets to analyze HR attrition, sales performance, and customer behavior.
 - The dashboards focus on KPI tracking, trend analysis, and business decision support.
 - Through these projects, I strengthened my skills in data cleaning, Power Query, DAX, Excel functions, pivot tables, and data visualization.
 - I am motivated to apply these skills in entry-level Data Analyst or Power BI roles and continue learning in the analytics domain.