

Analyzing Sample Power Bi Data with Interactive Dashboards

Date: July 14, 2025

Project Overview

This project demonstrates the use of Power BI to analyze and visualize data through interactive dashboards. The analysis is based on the built-in sample dataset provided within Power BI, which includes information on sales, customers, products, and regional performance.

Work Process:

- Imported the built-in sample dataset.
- Cleaned and transformed the data using Power Query.
- Built KPIs to track performance.
- Designed dashboards to present:
 - Total sales and profit analysis.
 - Product and branch performance.
 - Customer segmentation by category and region.
 - Target vs. actual performance comparisons.

Project by:

Moaath Ali Etoom

I developed this report using Power BI, focusing on clear data storytelling, best practices in data modeling, and user-friendly dashboard design.

Notes:

- The data used in this report is sample data and does not reflect real business figures.
- This project is intended to showcase skills in data analysis and Power BI visualization.

Go Forward



Power BI Sample Data Project

Sum of Sales

118.73M

Sum of COGS

101.83M

Sum of Profit

16.89M

Count of Product

6

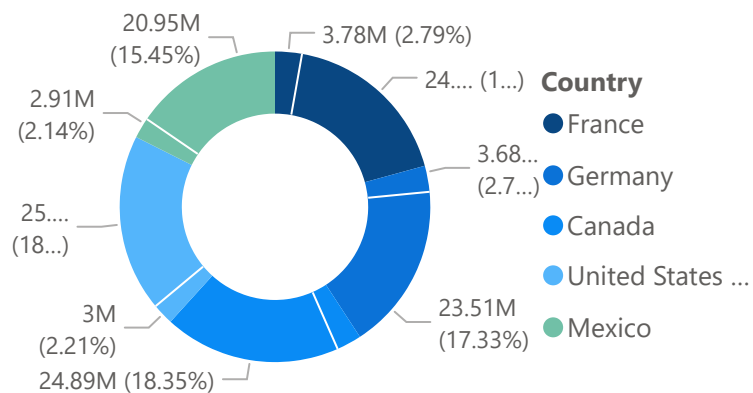
Sum of Units Sold

1.13M

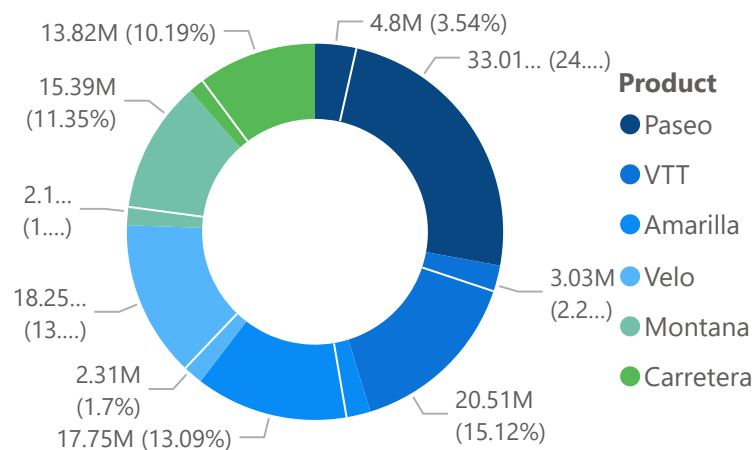
Count of Year

2

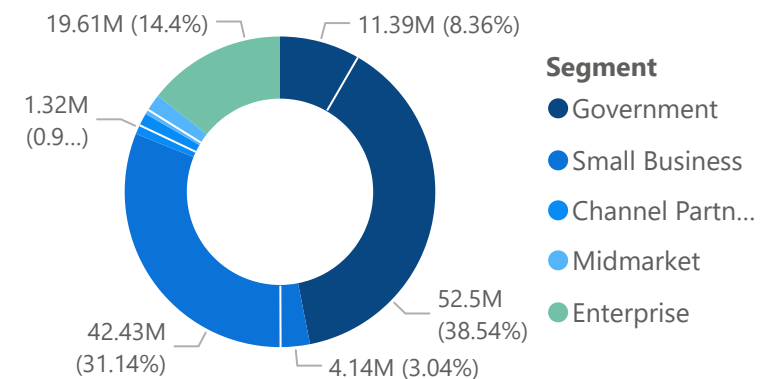
Sum of Profit and Sum of Sales by Country



Sum of Profit and Sum of Sales by Product



Sum of Profit and Sum of Sales by Segment



Column Chart #

Donut Chart %

intro

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Sum of expenses, Sales and Sum of Profit over time, supported with 3 slicers for countries ,products and Segment.

chose a Country

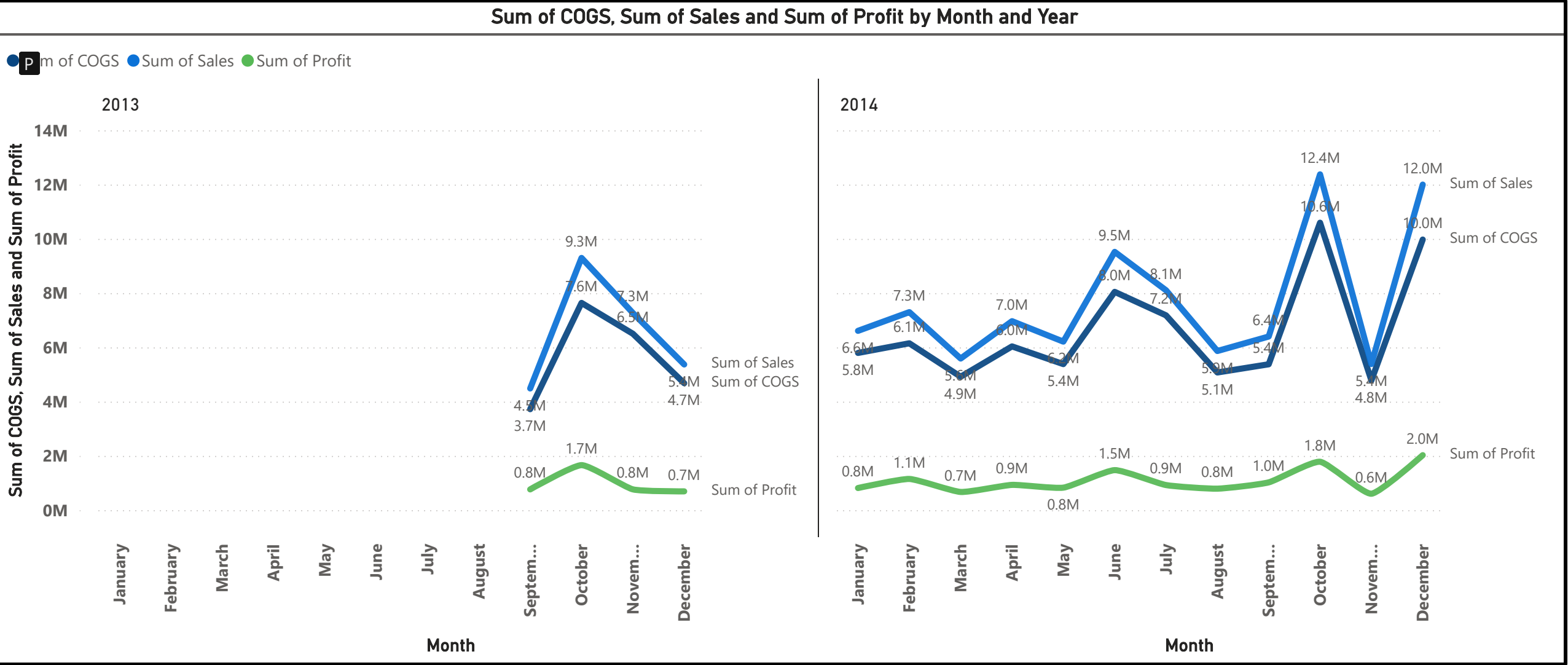
All

chose a Product

All

chose a Segment

All



Detailed tables

Sales, Cogs, Profit By Country

| Country | Sum of Sales | Sum of COGS | Sum of Profit |
|--------------------------|----------------|----------------|---------------|
| France | 24,354,172.28 | 20,573,151.50 | 3,781,020.78 |
| Germany | 23,505,340.82 | 19,824,952.00 | 3,680,388.82 |
| Canada | 24,887,654.88 | 21,358,426.00 | 3,529,228.89 |
| United States of America | 25,029,830.17 | 22,034,289.50 | 2,995,540.66 |
| Mexico | 20,949,352.11 | 18,041,829.00 | 2,907,523.11 |
| Total | 118,726,350.26 | 101,832,648.00 | 16,893,702.26 |

Sales, Cogs, Profit By Product

| Product | Sum of Sales | Sum of COGS | Sum of Profit |
|----------|----------------|----------------|---------------|
| Paseo | 33,011,143.95 | 28,213,706.00 | 4,797,437.95 |
| VTT | 20,511,921.02 | 17,477,313.00 | 3,034,608.02 |
| Amarilla | 17,747,116.06 | 14,933,012.00 | 2,814,104.06 |
| Velo | 18,250,059.47 | 15,944,067.00 | 2,305,992.47 |
| Montana | 15,390,801.88 | 13,276,047.00 | 2,114,754.88 |
| Total | 118,726,350.26 | 101,832,648.00 | 16,893,702.26 |

Sales, Cogs, Profit By Segment

| Segment | Sum of Sales | Sum of COGS | Sum of Profit |
|------------------|----------------|----------------|---------------|
| Channel Partners | 1,800,593.64 | 483,790.50 | 1,316,803.14 |
| Enterprise | 19,611,694.38 | 20,226,240.00 | -614,545.63 |
| Government | 52,504,260.67 | 41,116,087.50 | 11,388,173.17 |
| Midmarket | 2,381,883.08 | 1,721,780.00 | 660,103.08 |
| Total | 118,726,350.26 | 101,832,648.00 | 16,893,702.26 |

Date

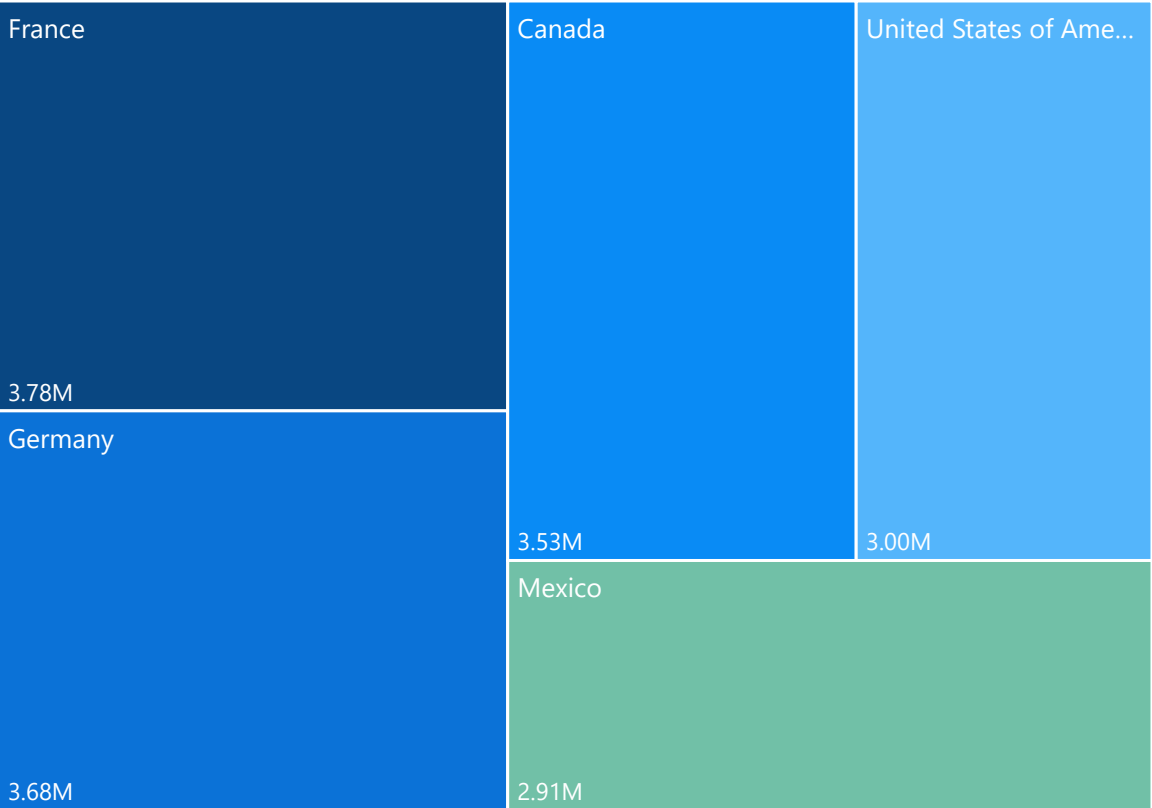
9/1/2013



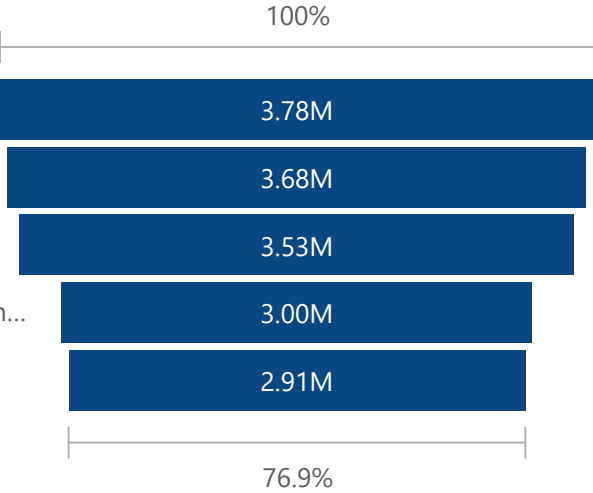
12/1/2014



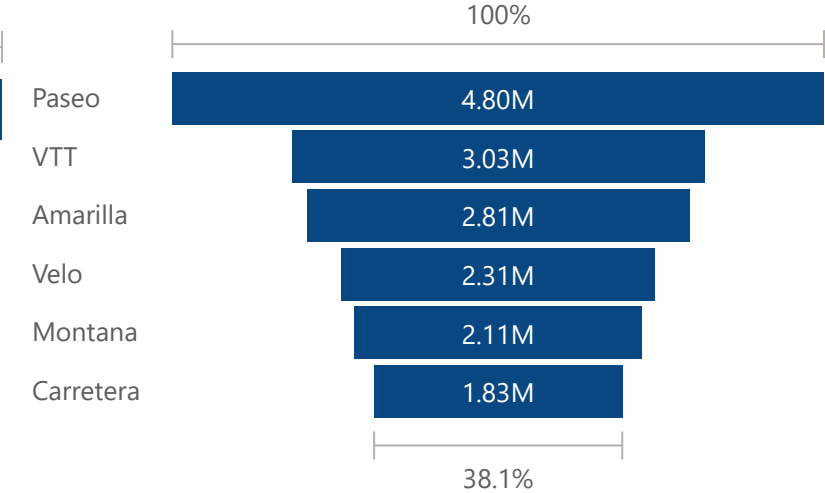
Sum of Profit by Country



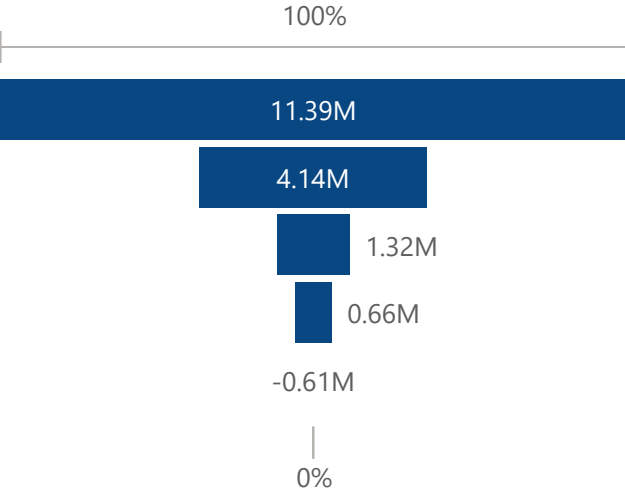
Sum of Profit by Country



Sum of Profit by Product

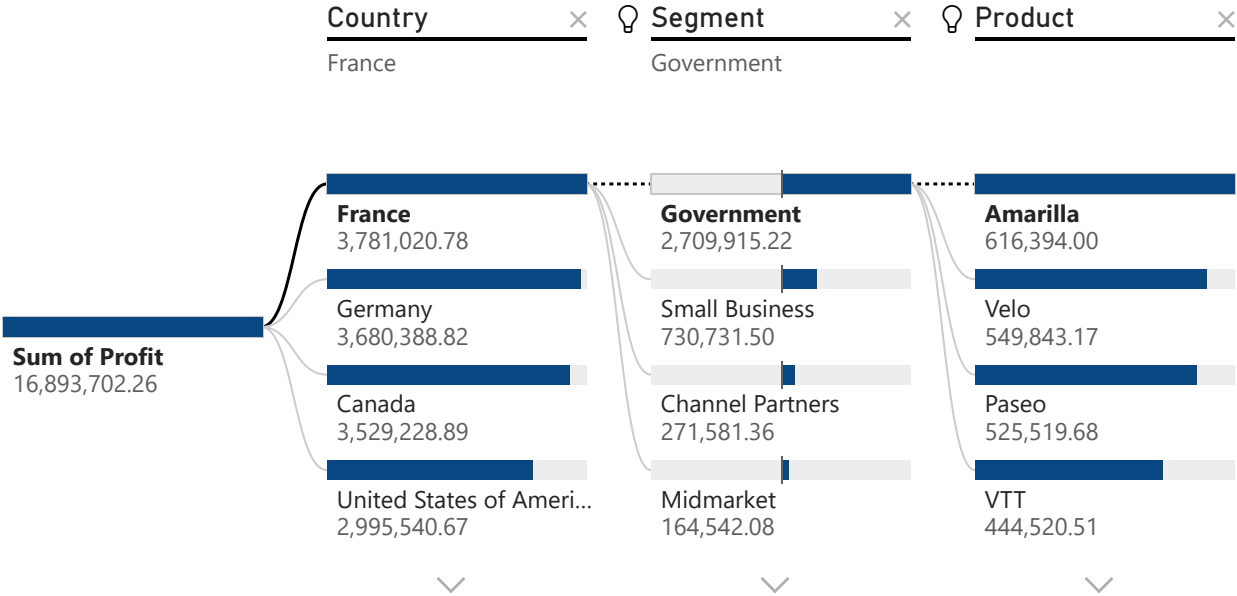


Sum of Profit by Segment



conclusion for profit
with : funnel,
decomposition tree

Decomposition Tree For The Highest Value In Profit



conclusion

The lowest profit was from
product: Carretera with a
total profit of: 1.8M

MinProductProfitSummary

The highest profit was from
product: Paseo with a total
profit of: 4.8M

MaxProductProfitSummary

The lowest profit was from
country: Mexico with a total
profit of: 2.9M

MinCountryProfitSummary

The highest profit was from
country: France with a total
profit of: 3.8M

MaxCountryProfitSummary

The lowest profit was from
Segment: Enterprise with a
total profit of: -0.6M

MinSegmentProfitSummary

The highest profit was from
Segment: Government with a
total profit of: 11.4M

MaxSegmentProfitSummary

Segment's Key Influencer Over Profit

Key influencers Top segments



What influences Profit to ?

When...

....the average of Profit
increases by

Segment is Government

24.2K

**Key Influencer Shows That The Most Profit
Comes From Segment Government**

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"Use three slicers — Country, Product, and Segment — with the Gauge visual to identify which combinations result in a profit margin exceeding 15%."

- Country
- Select all
 - Canada
 - France
 - Germany
 - Mexico
 - United States of America

- Product
- Select all
 - Amarilla
 - Carretera
 - Montana
 - Paseo
 - Velo
 - VTT

- Segment
- Select all
 - Channel Partners
 - Enterprise
 - Government
 - Midmarket
 - Small Business

0.14

Total Profit Margin %

