

# Power Bi Project Portfolio

[ Faizan Ahmad ]

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**MARKETING (Revenue)**

## Overview

# Contoso Sales Report

Visualizations done by: Faizan

Country's Sales Store's Sales

Total sales YoY%

43.13%

Total Revenue

\$12.41bn

Revenue Cost

\$5.36bn

Sales Quantity

53M

Asia

Europe

North America

Year

All

Country

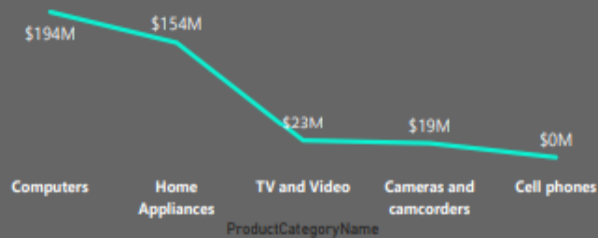
All

Store Type

All

Overview

### Top 5 revenue generating categories

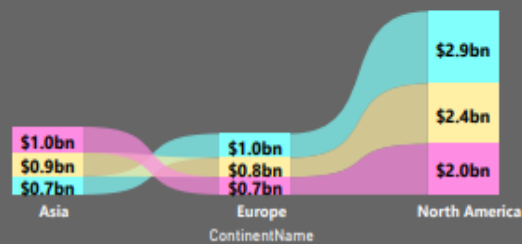


### Top 5 revenue generating subcategories

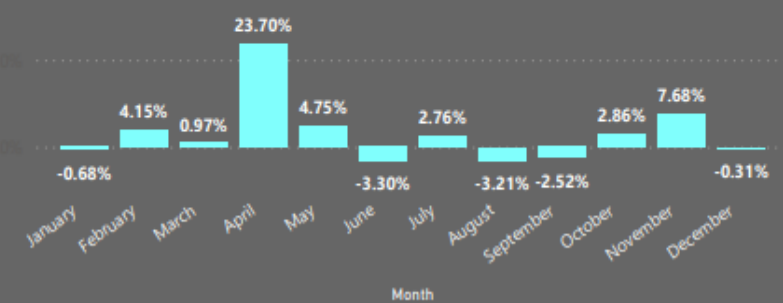


### Revenue generating continents in Year

Year ● 2007 ● 2008 ● 2009



### Total Sales MoM% by Month



## Overview

# Contoso Sales Report

Country's Sales Store's Sales

Country

All

Total Revenue

\$12.41bn

Revenue Cost

\$5.36bn

Sales Quantity

53M

Asia

Europe

North America

Store Name

All

Year

All

Store Type

All

Country's  
Sale

Bottom 5 revenue generating Country's

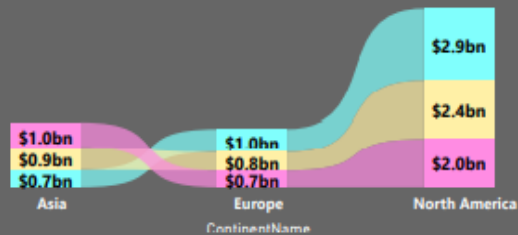
RegionCountryName	SalesAmount	% Total sales
Spain	\$2,13,86,046.72	20.25%
Malta	\$2,12,76,135.02	20.15%
Slovenia	\$2,11,16,855.58	20.00%
Sweden	\$2,10,17,382.48	19.90%
Switzerland	\$2,07,97,430.75	19.70%
<b>Total</b>	<b>\$10,55,93,850.56</b>	<b>100.00%</b>

Top 5 revenue generating Country's

Country	Sales	% Total sales	ContinentName
United States	\$7,03,66,56,457.48	65.84%	North America
China	\$1,66,06,05,327.27	15.54%	Asia
Germany	\$1,01,73,18,431.42	9.52%	Europe
France	\$65,89,22,522.17	6.17%	Europe
United Kingdom	\$31,40,55,156.45	2.94%	Europe
<b>Total</b>	<b>\$10,68,75,57,894.79</b>	<b>100.00%</b>	

Revenue generating continents in Year

Year ● 2007 ● 2008 ● 2009



Datastory

- [1] 2007 had the highest total SalesAmount at \$4,56,19,40,955.02, followed by 2008 at \$4,11,12,33,534.68 and 2009 at \$3,74,04,83,119.18.
- [2] North America in Year 2007 made up 23.16% of SalesAmount.
- [3] 2007 had the highest average SalesAmount at \$1,52,06,46,985.01, followed by 2008 at \$1,37,04,11,178.23 and 2009 at \$1,24,68,27,706.39.

## Overview

# Contoso Sales Report

Visualizations done by: Faizan

Status

Off

On

Country's Sales

Store's Sales

Country

All



Total Revenue

\$12.41bn

Revenue Cost

\$5.36bn

Sales Quantity

53M

Asia

Europe

North America

Store Name

All



Year

All



Store Type

All



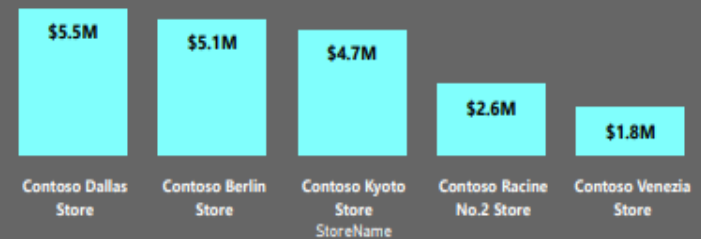
Store's  
Sales

### Top 5 revenue generating Stores



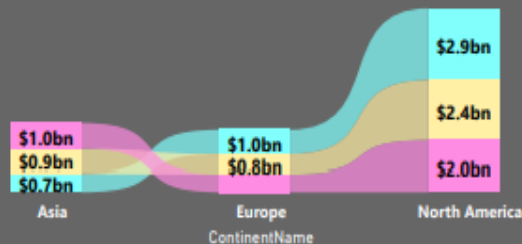
SalesAmount

### Bottom 5 revenue generating Stores



### Revenue generating continents in Year

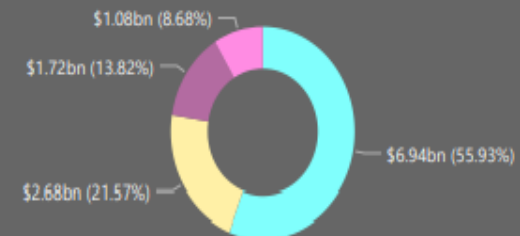
Year ● 2007 ● 2008 ● 2009



ContinentName

### Sales by StoreType

StoreType ● Store ● Online ● Reseller ● Catalog





Select City

All

Select Month

All

Proper Name

All

Booking Platform

All

Booking Status

All

Room Class

All

Day Type

All

Total Revenue

2bn

Total Guest

274K

Average Rating

3.62

Capacity

233K

Cancellation

33K

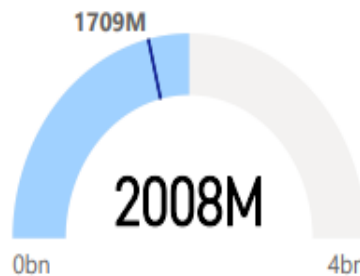
24.83%

Total booking

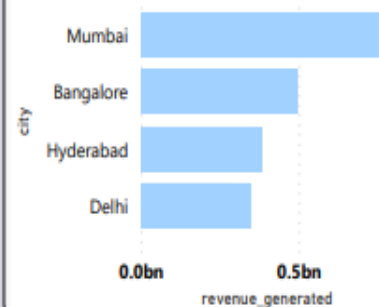
135K

57.76%

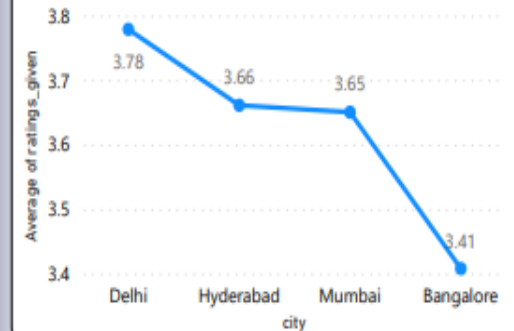
Revenue realised and Revenue generated



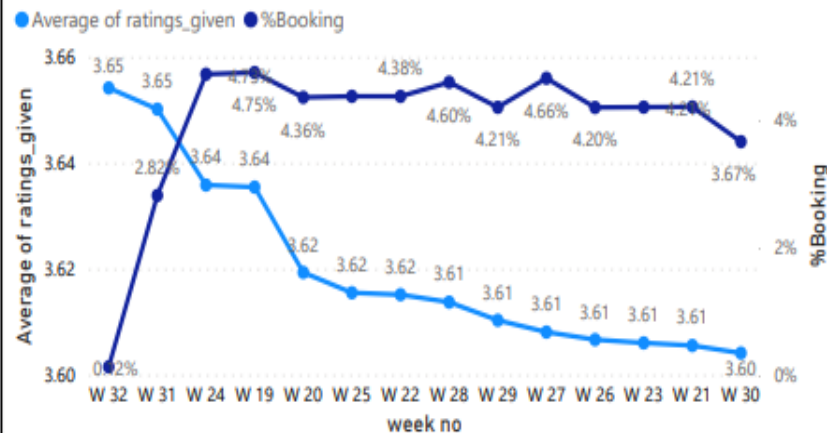
Revenue generated by city



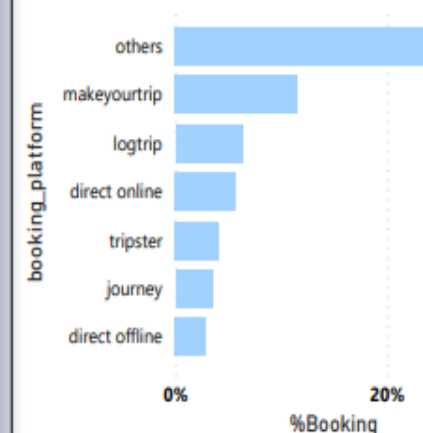
Average rating by city



Trends by Weeks



Booking % by Platform



Visualizations done by : Faizan Ahmad



Select City

All

Select Month

All

Propert Name

All

Booking Platform

All

Booking Status

All

Room Class

All

Day Type

All

Total Revenue

2bn

Total Guest

274K

Average Rating

3.62

Capacity

233K

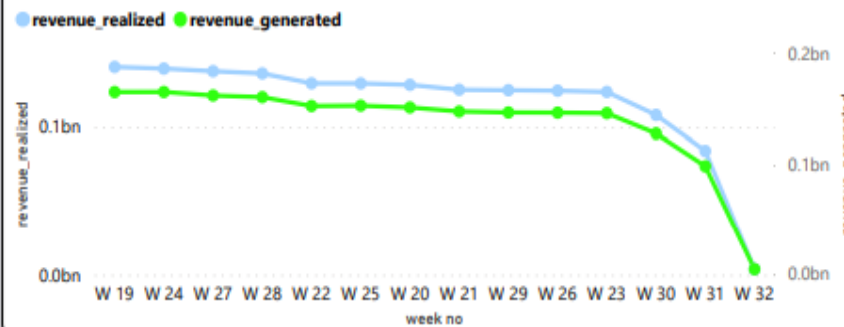
Cacellation

33K  
24.83%

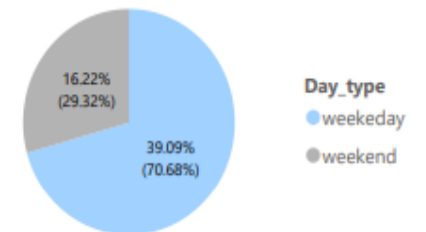
Total booking

135K  
57.76%

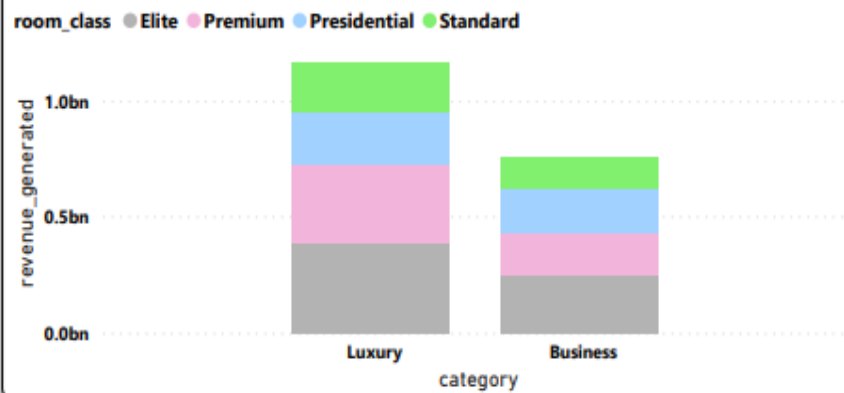
Trends by weeks



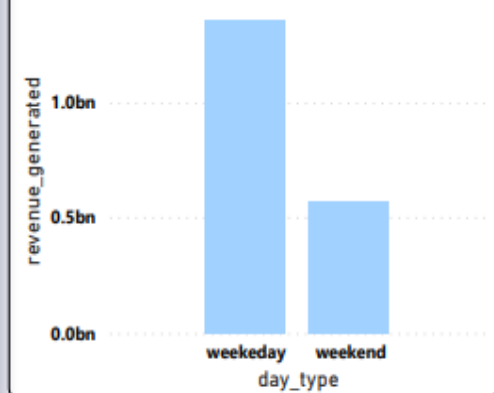
Booking % by Day Type



Revenue generated by Category



Revenue generated by Day Type



Visualizations done by : Faizan Ahmad

# Fortune 1000 Companies by Revenue

Visualizations done by : Faizan Ahmad

Top 5 companies having maximum employees



Total Market Value

\$42.71M

Total Assets

\$60.63M

Total Profits

\$2.14M

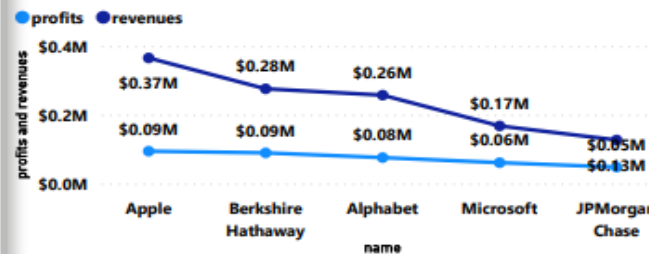
Total Revenues

\$17.99M

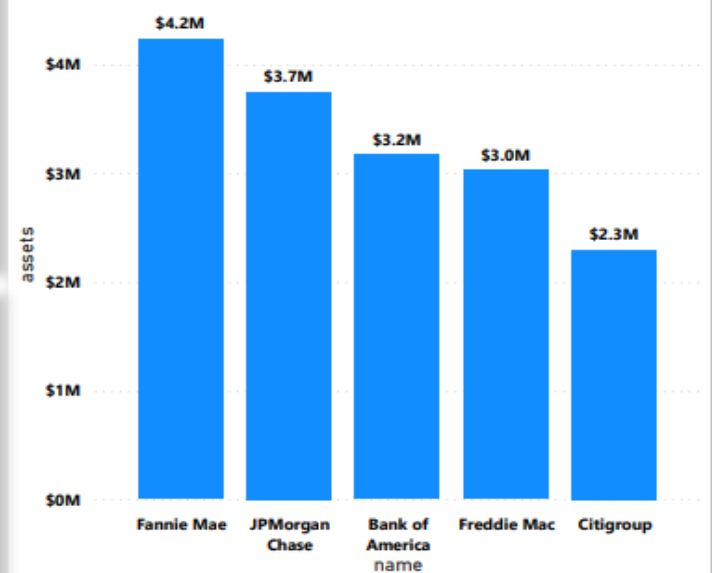
Total Employees

36M

Total profits and revenues by Top 5 Companies



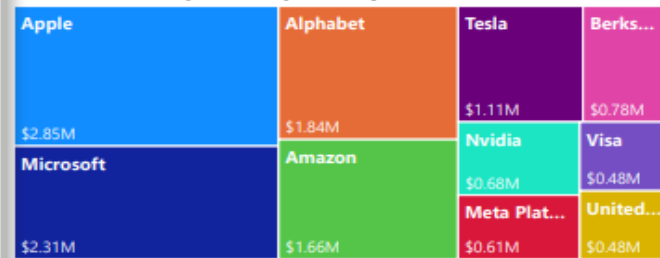
Top 5 Companies by Assets



rank by name



Top 10 Companies by Market value





**HR [Analytics]**

## Navigation

Home

Action

Visualizations done by :  
Faizan Ahmad

### HR- DASHBOARD Full Insight

Total Employees

1,470



Male  
882  
60%



Female  
588  
40%

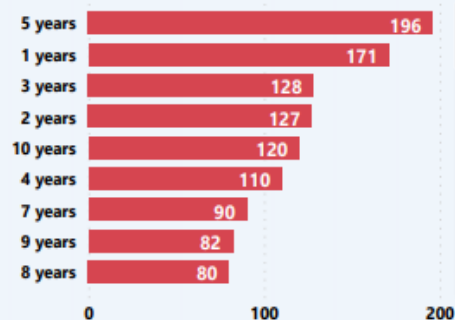
Due for promotion

72  
4.9%

Not due for promotion

1,398  
95.1%

Service Year



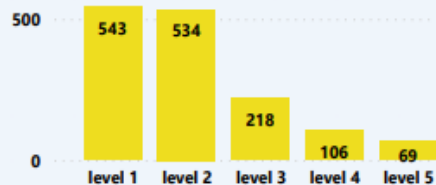
On service

1353  
92.04%

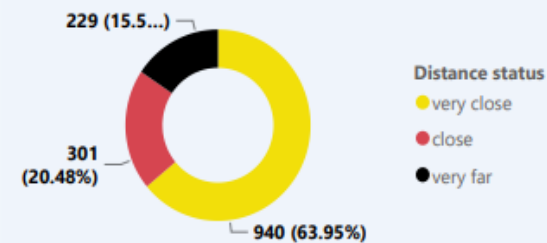
Retrench

117  
7.96%

Total employee by Job levels



Total employee by Distance status



## Navigation

Home

Action

Visualizations done by :  
Faizan Ahmad

## HR- DASHBOARD

Full Insight

Total Employees

1,470



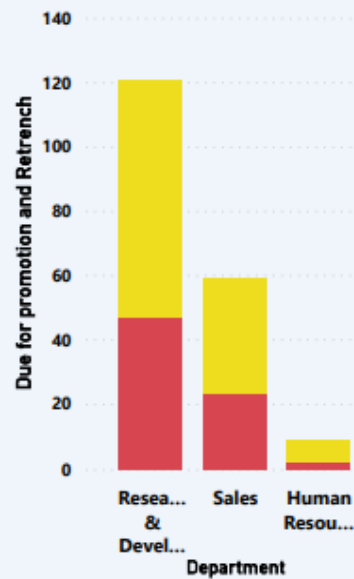
Male  
882  
60%



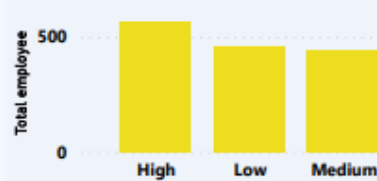
Female  
588  
40%

### Due for promotion and Retrench by Department

● Due for promotion ● Retrench



### Total employee by Satisfaction



### Total employee by OverTime



### High Rated

15.37%

### Low Rated

84.63%

JobRole	Total employee	Due for promotion	Retrench
Healthcare Representative	131	16	13
Human Resources	52		1
Laboratory Technician	259	3	5
Manager	102	22	44
Manufacturing Director	145	4	9
Research Director	80	8	20
Research Scientist	292	3	5
Sales Executive	326	16	20
Sales Representative	83		0
Total	1,470	72	117



Home

Visualizations done by :  
Faizan Ahmad

## HR-Data Analytics Dashboard

Help Q&A ...

Add synonyms now



Ask a question about your data



Try one of these to get started

top satisfactions by total employee

top job roles by female

top service years by male

top departments by not due

top satisfactions by %retrench

Show all suggestions

All measures  
and DAX  
functions used

▼ All measures

- ☐ % Female
- ☐ % Male
- ☐ %Due for prom...
- ☐ %High rated
- ☐ %In service
- ☐ %Low rated
- ☐ %Not due
- ☐ %Retrench
- ☐ Due for promo...
- ☐ Female
- ☐ High rated
- ☐ In service
- ☐ Low rated
- ☐ Male
- ☐ Not due
- ☐ Retrench
- ☐ Total employee

**CALL CENTRE**



# Customer Churn Analysis Dashboard



Visualizations done  
by : Faizan Ahmad

- ☐ Churned
- ☐ Retained

## Summary

## Churn Analysis

## Customer Info



### Total Customer

7,043



### Male

3,555

50.5%



### Female

3,488

49.5%

### Total Churn

1,869

26.5%

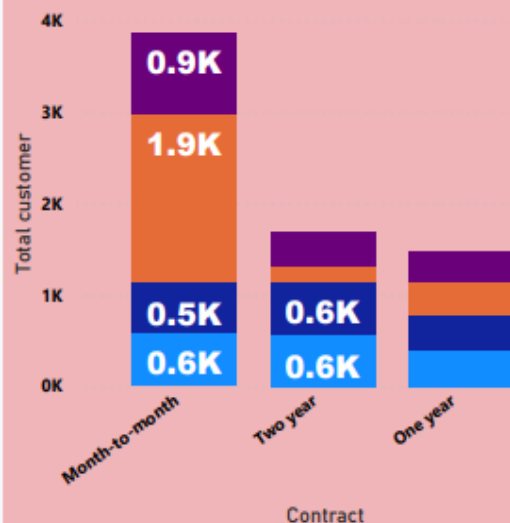
### Senior Citizen

1,142

16%

### Total customer by Contract and PaymentMethod

PaymentMet... Bank tra... Credit c... Electron... Mailed c...



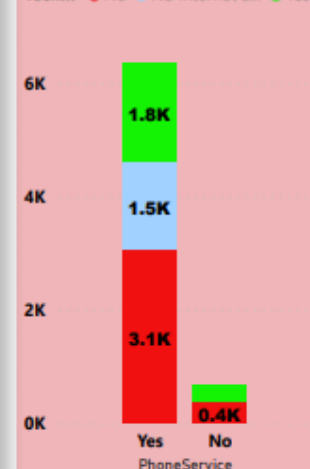
### Total customer by StreamingMovies and StreamingTV

StreamingTV No No internet service Yes



### Total customer by PhoneService and TechSupport

Tech... No No internet s... Yes





# Customer Churn Analysis Dashboard



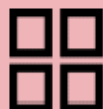
Visualizations done  
by : Faizan Ahmad

- ☐ Churned
- ☐ Retained

## Summary

## Churn Analysis

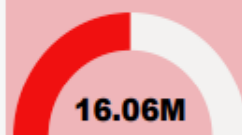
## Customer Info



### Total Churn

**1,869**  
26.5%

### TotalCharges



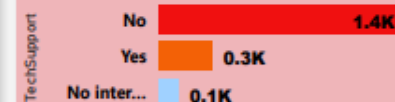
### MonthlyCharges



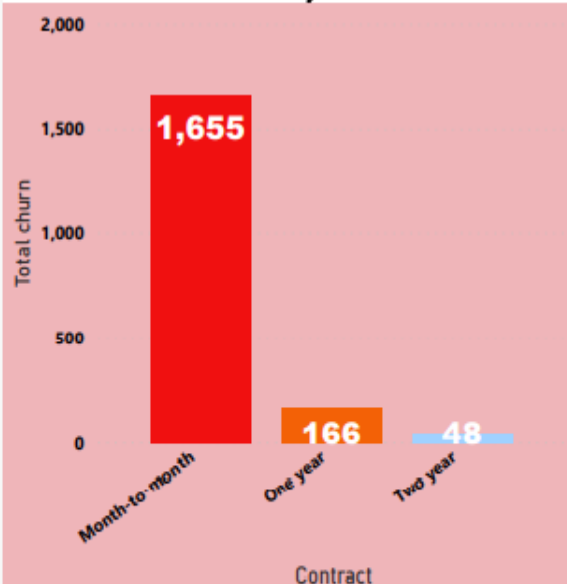
### Average of tenure



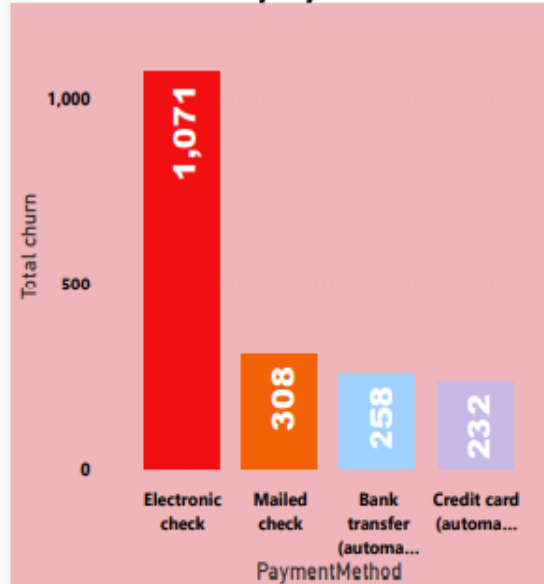
### Total churn by TechSupport



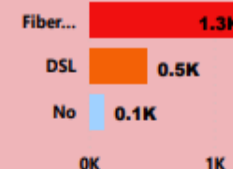
### Total churn by Contract



### Total churn by PaymentMethod



### Total churn by InternetService



### Total churn having Dependents





# Customer Churn Analysis Dashboard



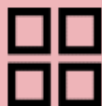
Visualizations done  
by : Faizan Ahmad

- ☐ Churned
- ☐ Retained

Summary

Churn  
Analysis

Customer  
Info



customerID	Customer status	Dependents	OnlineBackup	OnlineSecurity	Partner	MultipleLine
0002-ORFBO	Retained	Yes	Yes	No	Yes	No
0003-MKNFE	Retained	No	No	No	No	Yes
0004-TLHLJ	Churned	No	No	No	No	No
0011-IGKFF	Churned	No	Yes	No	Yes	No
0013-EXCHZ	Churned	No	No	No	Yes	No
0013-MHZWF	Retained	Yes	No	No	No	No
0013-SMEOE	Retained	No	Yes	Yes	Yes	No
0014-BMAQU	Retained	No	No	Yes	Yes	Yes
0015-UOCOJ	Retained	No	No	Yes	No	No
0016-QLJIS	Retained	Yes	Yes	Yes	Yes	Yes
0017-DINOC	Retained	No	No	Yes	No	No phone ser
0017-IUDMW	Retained	Yes	Yes	Yes	Yes	Yes
0018-NYROU	Retained	No	No	No	Yes	No
0019-EFAEP	Retained	No	Yes	Yes	No	Yes
0019-GFNTW	Retained	No	Yes	Yes	No	No phone ser
0020-INWCK	Retained	Yes	Yes	No	Yes	Yes
0020-JDNXP	Retained	Yes	No	Yes	Yes	No phone ser
0021-IXXGC	Retained	No	No	No	No	Yes
0022-TCJCI	Churned	No	No	Yes	No	No
0023-HGHWL	Churned	No	No	No	No	No phone ser
0023-UYUPN	Retained	No	No internet service	No internet service	Yes	Yes
0023-XUOPT	Churned	No	Yes	No	Yes	Yes
0027-KWYKW	Retained	Yes	No	No	Yes	Yes
0030-FNXPP	Retained	No	No internet service	No internet service	No	No
0031-PVLZI	Churned	Yes	No internet service	No internet service	Yes	No
0032-PGELS	Churned	Yes	No	Yes	Yes	No phone ser
0036-IHMOT	Retained	Yes	Yes	No	Yes	No
0040-HALCW	Retained	Yes	No internet service	No internet service	Yes	No
0042-JVWOJ	Retained	No	No internet service	No internet service	No	No

Seniorcitizen

No

Dependents

No

Total  
Admintickets

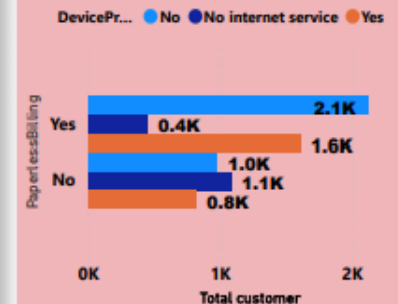
3632

Total  
Techtickets

2955

Female

Total customer by PaperlessBilling  
and DeviceProtection





## Call Centre Analysis Dashboard



Overview



Agent  
Performance1

Agent  
Performance2

Visualizations done by  
: Faizan Ahmad



**Total Calls**  
5,000

**Answered  
Calls**  
81%  
4,054

**Abandoned  
Calls**  
19%  
946

**Calls  
Resolved**  
73%  
3,646

**Satisfaction Level**

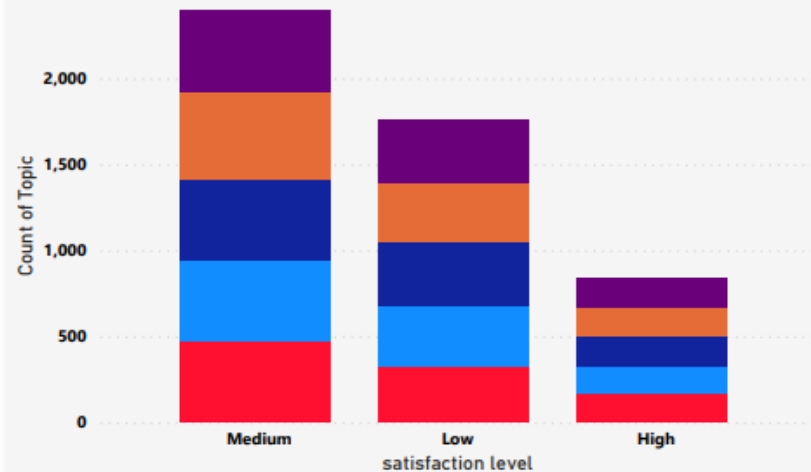
High	Medium	Low
17%	48%	35%

**Month(2021)**

- ☐ Select all
- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June

### Satisfaction level by count of topic

Topic ● Admin Support ● Contract related ● Payment related ● Streaming ● Technical Support



### Answered call by Topic

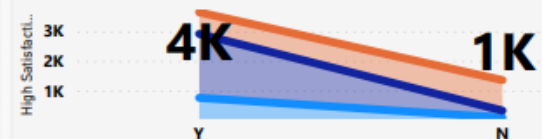


**Topic**

- Streaming
- Payment related
- Technical Support
- Admin Support
- Contract related

### Count of Satisfaction level by Resolved

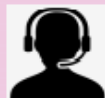
● High Satisfaction ● Medium Satisfaction ● Low Satisfaction



## Call Centre Analysis Dashboard



Overview



Agent Performance1

Agent Performance2

Visualizations done by  
: Faizan Ahmad



**Total Calls**  
5,000

**Answered Calls**  
81%  
4,054

**Abandoned Calls**  
19%  
946

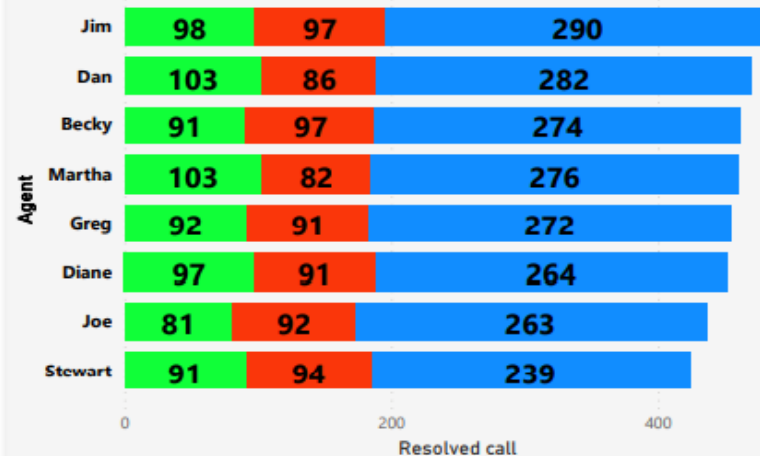
**Calls Resolved**  
73%  
3,646

**Satisfaction Level**

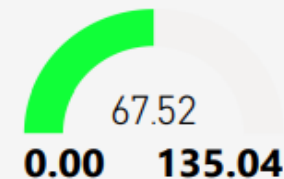
High	Medium	Low
17%	48%	35%

### Resolved call by Agent and satisfaction level

satisfaction level ● High ● Low ● Medium



### Average of Speed of answer in seconds



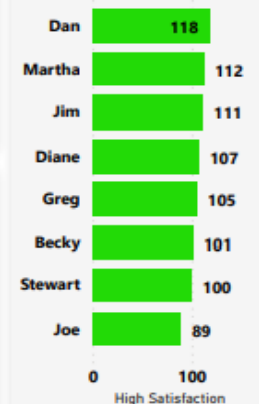
### Average of Satisfaction rating



### Month(2021)

- ☐ Select all
- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June

### High Satisfaction by Agent





Done by :  
Faizan



## Diversity and Inclusion Analysis



Total Employee

**500**

Male

**295**  
59%

Female

**205**  
41%

Nationality

**22**

Leaver

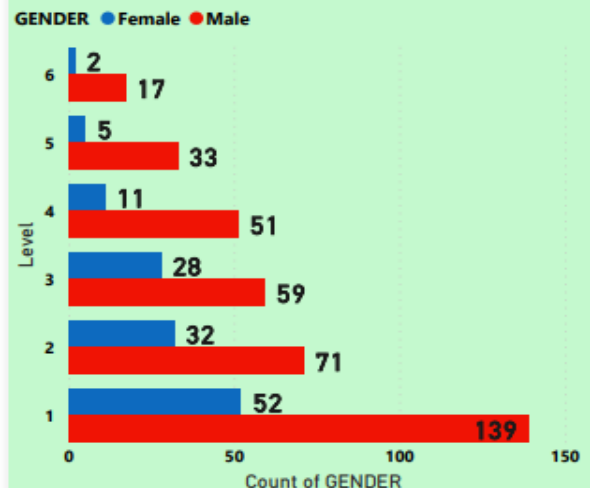
**47**

Last Hire

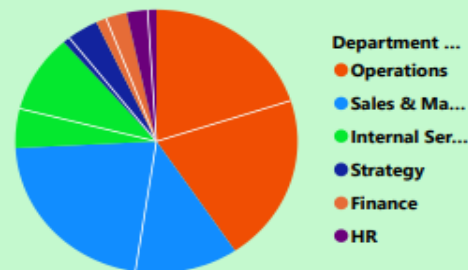
01-04-2011

01-04-2020

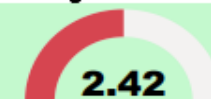
Count of Gender by Level



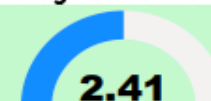
Leaver by Department in FY20 wrt to Gender



Female Average Performance Rating



Male Average Performance Rating



% of Employees promoted (FY21)

**10%**

% of women promoted (FY21)

**8.8%**



## Diversity and Inclusion Analysis



Done by :  
Faizan

Job Level before FY20 promotions   Job Level after FY20 promotions   Job Level after FY21 promotions

1 - Executive  
2 - Director  
3 - Senior Manager  
4 - Manager  
5 - Senior Officer

1 - Executive  
2 - Director  
3 - Senior Manager  
4 - Manager  
5 - Senior Officer

### Nationality and Grade

GRADE ● Senior Officer ● Director ● Executive ● Junior Officer ● Manager ● Senior Manager



Help Q&A understand peo...

Add synonyms now



Ask a question about your data



Try one of these to get started

top nationality 1  
by total  
employee

top job level after  
FY20 promotions  
by total  
employee

Show all suggestions

**HEALTH**



# Diabetes Analysis

## Dashboard

Done by :  
Faizan

diabetes

no diabetes

prediabetes

### Age level

- ☐ Select all
- ☐ Age 18 - 24
- ☐ Age 25 - 29
- ☐ Age 30 - 34

### Stroke

no

yes

non smoker

smoker

high bp

no high bp

### Average of BMI



Total no of people

253.68K

No of smokers  
44.32%

112.42K

No of stroke  
4.06%

10.29K

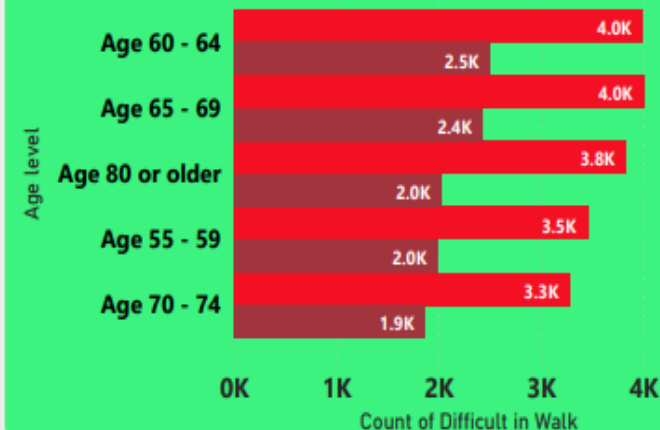
### Count of HvyAlcoholConsump by GenHlth and gender

gender ● female ● male



### Top 5 age level who has difficulties in walk

gender ● female ● male





## Diabetes Analysis Dashboard

Done by :  
Faizan

diabetes

no diabetes

prediabetes

### Age evel

Age 18 -  
24

Age 25 -  
29

Age 30 -  
34

Age 35 -  
39

Age 40 -  
44

Age 45 -  
49

Age 50 -  
54

Age 55 -  
59

Age 60 -  
64

Age 65 -  
69

Age 70 -  
74

Age 75 -  
79

Age 80  
or older

Total no of people

253.68K

No of smokers

44.32%  
112.42K

No of stroke

4.06%  
10.29K

### Insights

Total Count of Stroke was higher for female (4,083) than male (3535).

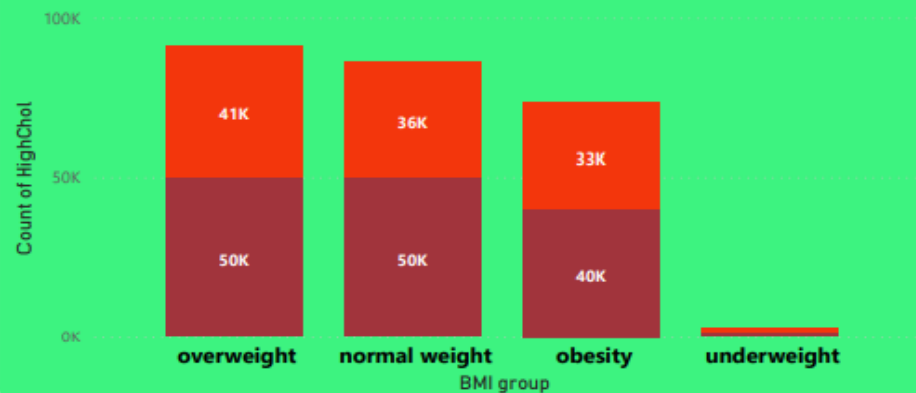
Age 80 or older in Sex made up 13.10% of Count of Stroke.

Average Count of Stroke was higher for female (816.60) than male (707).

Count of Stroke for female and male diverged the most when the Age level was Age 80 or older, when female were 260 higher than male.

### Count of HighChol by BMI group and Smoker

Smoker ● non smoker ● smoker







diabetes

no diabetes

prediabetes



## Diabetes Analysis Dashboard

Done by :  
Faizan

### Age level

- ☐ Select all
- ☐ Age 18 - 24
- ☐ Age 25 - 29
- ☐ Age 30 - 34

Total no of people

253.68K

No of smokers  
44.32%

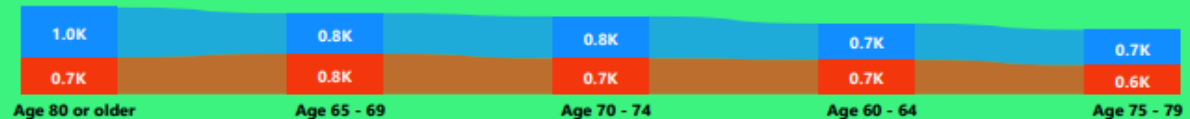
112.42K

No of stroke  
4.06%

10.29K

### Count of Stroke by Top 5 Age level and gender

gender ● female ● male



Smoker

HighBP

gender

Count of Stroke  
10292

smoker  
6082

non smoker  
4210

high bp  
4566

no high bp  
1516

male  
2359

female  
2207

**FINANCE**

# BALANCE SHEET

Faizan Ahmad

(All amounts in 'crores', unless otherwise stated)

## ASSETS

Class	2019	2020	2021	2022
<input type="checkbox"/> Assets				
<input type="checkbox"/> Current assets				
<input type="checkbox"/> Assets held for sale				
Assets held for sale	4	18	17	13
<b>Total</b>	<b>4</b>	<b>18</b>	<b>17</b>	<b>13</b>
<input checked="" type="checkbox"/> Financial assets	8597	8721	9802	10164
<input checked="" type="checkbox"/> Inventories	2422	2636	3383	3890
<input checked="" type="checkbox"/> Other current assets	351	533	438	580
<b>Total</b>	<b>11374</b>	<b>11908</b>	<b>13640</b>	<b>14647</b>
<input type="checkbox"/> Non-current assets				
<input checked="" type="checkbox"/> Capital work-in-progress	373	513	623	901
<input checked="" type="checkbox"/> Deferred tax assets (net)	339	261		
<input type="checkbox"/> Financial assets				
Investments in subsidiaries, associates and joint venture	254	250	310	610
Investments	2	2	2	2
<b>Total</b>	<b>17865</b>	<b>19602</b>	<b>68116</b>	<b>69737</b>

## EQUITY & LIABILITIES

Equity & Liabilities	2019	2020	2021	2022
<input type="checkbox"/> Equity				
<input checked="" type="checkbox"/> Equity share capital	216	216	235	235
<input checked="" type="checkbox"/> Other equity	7443	7815	47199	48525
<b>Total</b>	<b>7659</b>	<b>8031</b>	<b>47434</b>	<b>48760</b>
<input type="checkbox"/> Liabilities				
<input type="checkbox"/> Current liabilities				
<input checked="" type="checkbox"/> Financial liabilities	7526	8268	9783	9972
<input type="checkbox"/> Other current liabilities				
Other current liabilities	326	418	567	638
<b>Total</b>	<b>326</b>	<b>418</b>	<b>567</b>	<b>638</b>
<input checked="" type="checkbox"/> Provisions	501	418	491	334
<b>Total</b>	<b>8353</b>	<b>9104</b>	<b>10841</b>	<b>10944</b>
<input type="checkbox"/> Non-current liabilities				
<input checked="" type="checkbox"/> Deferred tax liabilities (net)			5986	6141
<input checked="" type="checkbox"/> Financial liabilities	360	853	945	1015
<input checked="" type="checkbox"/> Non-current tax liabilities (net)	444	416	1359	1324
<b>Total</b>	<b>17865</b>	<b>19602</b>	<b>68116</b>	<b>69737</b>

# PROFIT AND LOSS STATEMENT

(All amounts in 'crores', unless otherwise stated)

## Profit & Loss Statement

Particulars	2019	2020	2021	2022
EXPENSES	30139	30229	35792	39813
INCOME	38888	39518	46509	51586
Income tax relating to items that will be reclassified subsequently to profit or loss	-1	40	-47	0
Income tax relating to items that will not be reclassified subsequently to profit or loss	3	17	1	-10
Items that will be reclassified subsequently to profit or loss	2	-78	70	84
Items that will not be reclassified subsequently to profit or loss	-7	-68	-3	41
OTHER COMPREHENSIVE INCOME FOR THE YEAR (B)	-3	-89	21	115
Profit before exceptional items and tax	8522	9092	10490	11739
Profit before tax	8522	9092	10490	11739
PROFIT FOR THE YEAR (A)	6036	6738	7954	8818
Tax expenses	-2486	-2354	-2536	-2921
TOTAL COMPREHENSIVE INCOME FOR THE YEAR (A+B)	6033	6649	7975	8933

Total comprehensive income for the year A+B

● 2019 ● 2020 ● 2021 ● 2022

2019, 2020, 2021 and 2022

