Project Summary: Adventure Works Power BI Portfolio

This Power BI project involves the analysis of Adventure Works sales data to uncover insights into business performance. The dashboard includes interactive visualizations that showcase key metrics such as total sales, profit, and sales trends over time, segmented by product categories, geography, and customer demographics.

Key features:

- **Dynamic filters and slicers** to allow users to drill down into specific regions or product lines.

- **Time-based trend analysis**, including monthly and yearly comparisons.

- **Performance comparison** across different sales territories and product categories.

- **KPIs and visuals** that highlight top-selling products and underperforming areas.

The project demonstrates core Power BI capabilities, including data modeling, DAX calculations, and effective dashboard design for stakeholder decision-making.

Examples of Visuals Used:

- **Clustered Column Chart** showing total sales by product category

- **Line Chart** illustrating monthly sales trends over time

- **Map Visualization** displaying sales performance by region

- **Card Visuals** highlighting KPIs like Total Sales, Total Profit, and Profit Margin

- **Stacked Bar Chart** comparing sales performance across different sales territories