

Intro:

I specialize in transforming raw business data into interactive, high-impact dashboards that help stakeholders make faster and more confident decisions.

Recently, I worked on a complex Power BI dashboard that demonstrates my strengths in advanced DAX, data modelling, and insight storytelling.



Units sold
5bn

Cost
937bn

Revenue
\$1.33T

Profit
392bn

Shipments
1M

Profit Margin
29.51



Items slicer



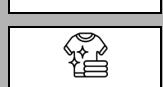
Baby Food



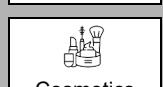
Beverages



Cereal



Clothes



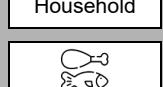
Cosmetics



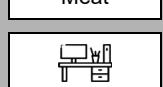
Fruits



Household



Meat



Office Supplies



Personal Care

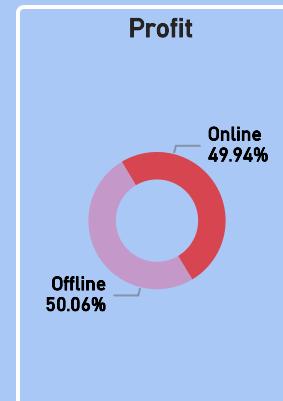


Snacks



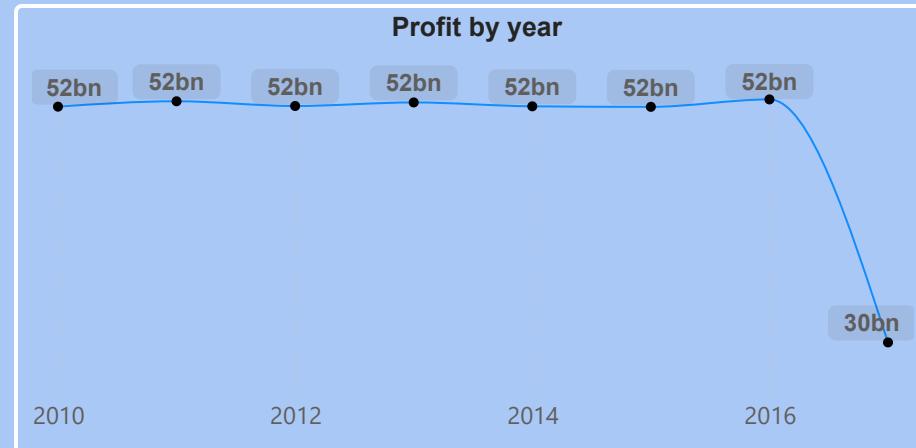
Vegetables

Region sales ranking		
Region	Rank	Revenue
North America	7	\$29.07bn
Australia and Oceania	6	\$107.94bn
Central America/Caribbean	5	\$143.75bn
Middle East/North Africa	4	\$165.26bn
Asia	3	\$194.02bn
Europe	2	\$343.95bn
Sub-Saharan Africa	1	\$345.58bn



Item Type	Overall profit	Overall Revenue	Target	ProfitMargin
Clothes	15bn	\$22.73bn	Exceed	67.20
Baby Food	20bn	\$53.24bn	Met	37.55
Beverages	3bn	\$9.92bn	Met	33.00
Cereal	18bn	\$42.42bn	Met	43.07
Cosmetics	36bn	\$90.99bn	Met	39.77
Fruits	1bn	\$1.95bn	Met	25.83
Household	34bn	\$138.92bn	Met	24.80
Meat	12bn	\$87.72bn	Met	13.56
Office Supplies	26bn	\$135.33bn	Met	19.39
Personal Care	5bn	\$17.05bn	Met	30.66
Snacks	12bn	\$31.87bn	Met	36.14
Vegetables	13bn	\$31.92bn	Met	40.98

Units sold Cost Revenue Profit



Revenue by MM YY

2010 Jan	49.89%	50.11%
2011 Jan	50.17%	49.83%
2012 Jan	49.52%	50.48%
2013 Jan	49.71%	50.29%
2014 Jan	50.02%	49.98%
2015 Jan	49.79%	50.21%
2016 Jan	49.92%	50.08%
2017 Jan	50.62%	49.38%
2010 Feb	49.39%	50.61%
2011 Feb	49.76%	50.24%
2012 Feb	50.29%	49.71%
2013 Feb	50.83%	49.17%
2014 Feb	50.17%	49.83%
2015 Feb	49.92%	50.08%
2016 Feb	50.51%	49.49%
2017 Feb	50.47%	49.53%
2010 Mar	49.63%	50.37%
2011 Mar	50.12%	49.88%
2012 Mar	49.92%	50.08%
2013 Mar	50.15%	49.85%
2014 Mar	50.10%	49.90%

Sales Channel ● Offline ○ Online

2016 VS 2017 Sales Trend



- Country
- Zimbabwe
 - Zambia
 - Yemen
 - Vietnam
 - Vatican City
 - Vanuatu
 - Uzbekistan
 - United States of America
 - United Kingdom
 - United Arab Emirates
 - Ukraine
 - Uganda
 - Tuvalu
 - Turkmenistan
 - Turkey
 - Tunisia
 - Trinidad and Tobago
 - Tonga
 - Togo
 - The Gambia
 - The Bahamas