**✅ AI Usage Report**

**🧠 AI Tools Used**

**Primary Tools:**

* **ChatGPT (OpenAI)**: Utilized for conceptualizing the dashboard architecture, determining relevant metrics for the EdTech domain, crafting user-centric visual storytelling, and explaining DAX formulas.
* **GitHub Copilot**: Used within Power BI’s DAX editor (via VS Code integration) to generate and suggest optimized measures, KPIs, and dynamic calculations for time-based trends.
* **v0.dev**: Referenced for UI inspiration to ensure modern layout and consistency in the design approach (translated to Power BI visual best practices).

**🔍 Key Use Cases:**

1. **KPI and Metric Planning**:  
   ChatGPT was used to generate a list of impactful KPIs for an EdTech platform, including:
   * Revenue
   * Users
   * Conversions
   * Growth %
   * Retention Rate
   * Average Course Completion
2. **Formula Generation and Optimization (DAX)**:  
   GitHub Copilot and ChatGPT helped generate formulas for:
   * Growth % = (Current Value - Previous Value) / Previous Value
   * User Retention Rate = Returning Users / Total Users
   * Monthly Trend = CALCULATE(SUM(Users), DATESMTD('Calendar'[Date]))
3. **Chart and UI Planning**:  
   ChatGPT helped decide the best visual types for each metric:
   * Line chart for revenue trends over time
   * Bar chart for conversions by category
   * Donut chart for user types (free vs paid)
   * Cards for high-level KPIs
   * Tables for raw data inspection and sorting/filtering
4. **Design Guidance**:  
   Using v0.dev and ChatGPT suggestions, consistent spacing, modern color palettes, and visual hierarchy principles (e.g., grouping, contrast) were applied across dashboard pages.

**✍️ Sample Prompts Used**

1. *"Suggest a layout and 5+ KPIs for an education analytics dashboard in Power BI. Make it suitable for executive insights."*
2. *"Write a DAX formula for calculating monthly growth percentage in Power BI."*
3. *"Which chart types are most appropriate for showing student engagement over time and course category distribution?"*
4. *"Help me design an EdTech analytics dashboard using Power BI that is visually consistent and has logical data segmentation."*

**📊 AI vs Manual Work Split**

**🔹 AI-Generated (~60%)**

* KPI planning and metric selection
* Chart recommendations based on data type and user goals
* DAX expressions for growth rates, engagement, and filters
* Visual design suggestions (layout, spacing, emphasis)

**🔸 Manual Implementation (~40%)**

* Actual dashboard construction in Power BI Desktop
* Data transformation and relationship modeling
* Designing report navigation and drill-through functionality
* Styling elements (color coding, responsive layout adjustments)

**🎨 Customization Details**

* **Visual Polish**: AI suggestions were modified to match the Power BI environment (e.g., adapting design recommendations from React-based layouts to Power BI card visuals and slicers).
* **Data-Specific Adjustments**: AI-provided DAX was tuned manually to align with the actual EdTech dataset structure.
* **Refinements**: Enhanced user experience by adding interactivity (e.g., slicers, tooltips, bookmarks) and optimizing load performance for large datasets.

**✅ Conclusion**

AI tools significantly accelerated the planning and formula creation process while streamlining visualization choices. Manual effort focused on customizing those suggestions for the EdTech context and Power BI platform limitations. The final dashboard reflects a hybrid approach, combining AI speed with thoughtful human customization to meet all design and functionality goals set by the Task A challenge.

Let me know if you'd also like:

* 📄 A matching **README.md**
* 📤 A prewritten **Git commit history strategy**
* 🌐 Tips to simulate deployment (since Power BI doesn't deploy like React/Streamlit)

I'm happy to help you finalize this as a top-tier submission.