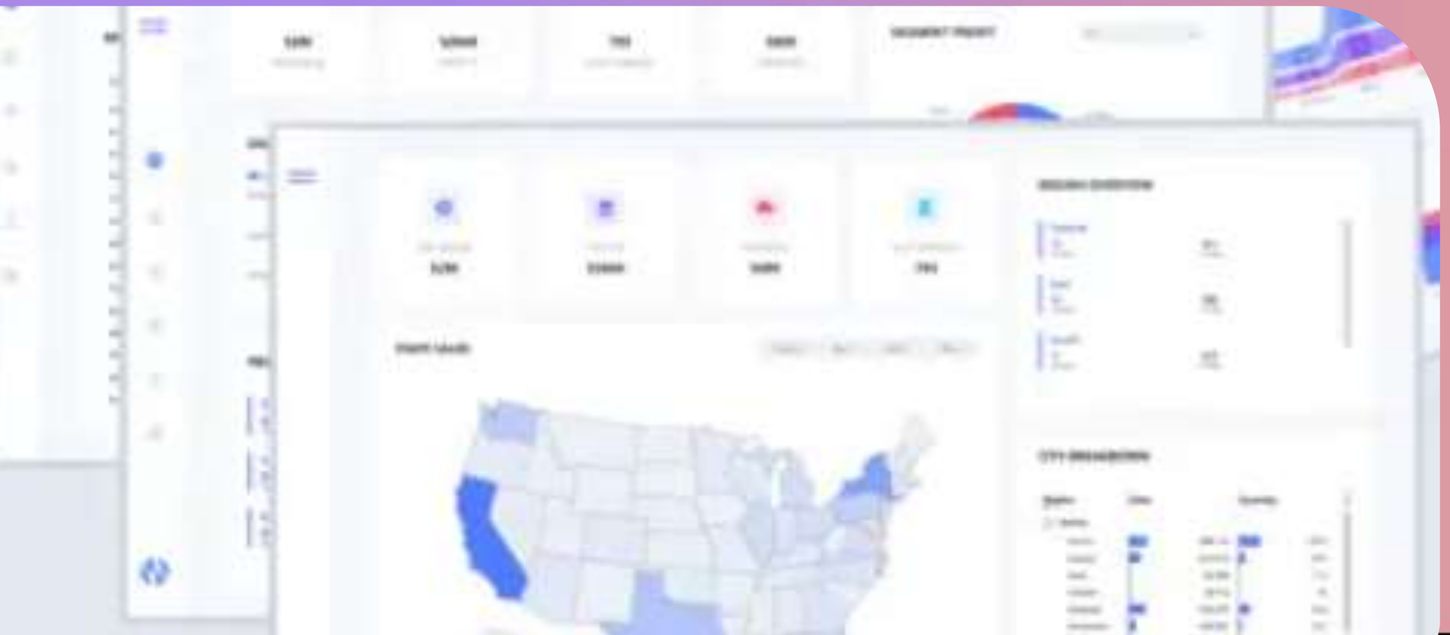
Top 10 Power BI Dashboard Examples



Pranav Borge

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Finance Dashboard

This finance dashboard is designed for executives to quickly access high-level financial insights with the flexibility to explore detailed metrics. It helps identify financial trends, performance by region and category, and areas requiring attention.

- **Key Highlights:**

  Key KPIs: Displays Revenue, Profit, Orders, Customers, and Quantity for a quick financial snapshot.

  Revenue Trends: Area chart showing seasonal revenue flow over 12 months

  Performance by Region and Category: Stacked bar chart highlighting revenue by geography and product category.

  Sub-category Insights: Table providing detailed performance metrics for each product.

  Financial Health: 100% stacked bar chart showing the Revenue-to-Profit ratio.

Finance Dashboard

Finance Dashboard

FISCAL YEAR: 2014 | 2015 | 2016 | 2017

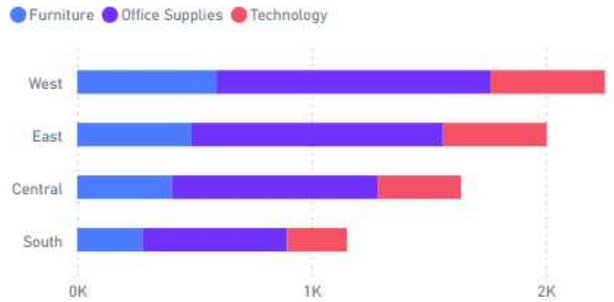
REVENUE	PROFIT	ORDERS	CUSTOMERS	QUANTITY
$22,97,201	$2,86,397	5009		37,873

REVENUE PERFORMANCE

Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

REGION PERFORMANCE

REVENUE SPLIT BY CATEGORY



SUB-CATEGORY RANKING

QUANTITY & REVENUE BY CATEGORY

Phones	Technology	3,289	$3,30,007
Chairs	Furniture	2,356	$3,28,449
Storage	Office Supplies	3,158	$2,23,844

PERFORMANCE RATIO

REVENUEVS.PROFIT

HR Dashboard

This HR dashboard is designed for HR managers to gain high-level insights into employee demographics, diversity, and recruitment trends. It helps ensure the organization aligns with industry diversity standards and supports strategic decision-making for workforce planning.

Key Highlights:

Key KPIs: Displays metrics such as Number of Employees, Average Salary, Average Duration at Company, and Average Age to understand the employee profile.

Recruitment Trends: Area chart showing the number of new employees recruited per year.

Geographical Insights: Bar chart highlighting the distribution of employees by region.

New Employee Tracking: Table providing details on the latest employees for easy monitoring.

HR Dashboard

HR Dashboard

MALE / FEMALE: Female | Male

REGION: Midwest | Northeast | South | West

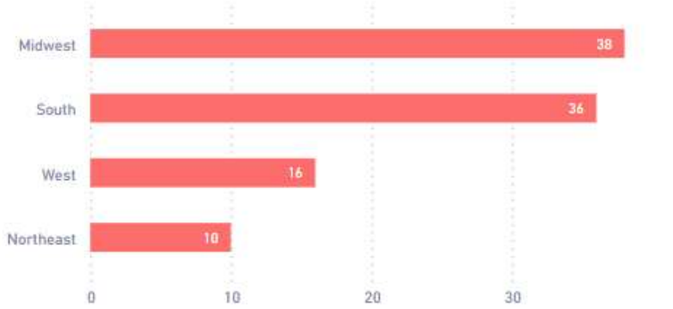
NO.EMPLOYEES

AV.SALARY
$119.7K

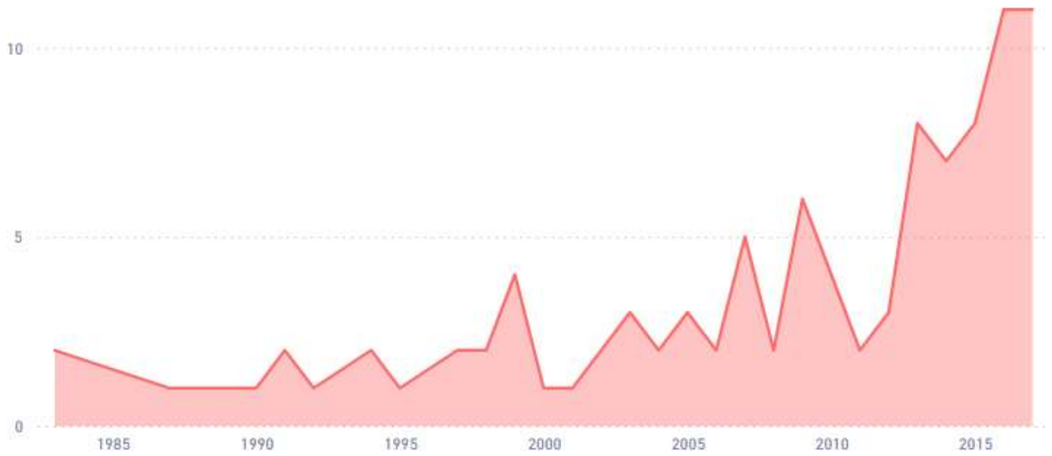
AV.DURATION
8.98

AV.AGE
39

NO. OF EMPLOYEES BY REGION



NEW EMPLOYEES BY YEAR



LATEST EMPLOYEES

Name	Age	Gender	City	Date of Joining
Pamela Wright	21	F	Banner	06-09-2017
Wayne Watson	21	M	Maida	19-07-2017
Henry Jenkins	33	M	Riverside	21-06-2017
Linda Moore	26	F	Albion	15-05-2017
Melissa Butler	23	F	Maxwell	02-05-2017

Logistics Dashboard

This logistics dashboard helps logistics managers optimize the flow of goods by providing insights into product, delivery methods, and locations, ensuring smooth operations and resource efficiency.

Key Highlights:

Key KPIs: Tracks Number of Orders, Quantity, and Customers to assess operational scale

Order Flow: Decomposition tree prioritizing shipping by category and sub-category.

Regional Demand: Shape map displaying orders by state for resource allocation.

Shipping Trends: Matrix analyzing orders by month and shipping mode for optimization.

Logistics Dashboard

Logistics Dashboard

ORDER DATE 03-01-2014 30-12-2017

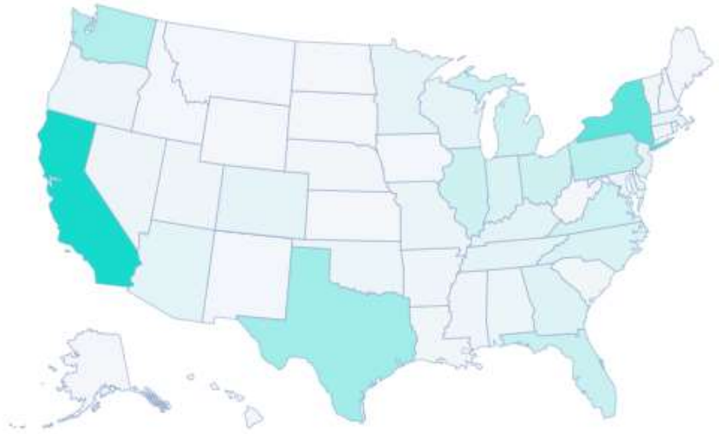
5009
ORDERS

38K
QUANTITY

793
CUSTOMERS

ORDERS BY STATE

Central East South West



CATEGORY SPLIT

ORDER DECOMPOSITION BY CATEGORY

Category ×
Office Supplies

Sub-Category ×

SHIPPING MODE ORDERS

BY MONTH

Ship Mode	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
First Class	25	25	50	62	53	57	52	56	111	73	109	114
Same Day	3	3	25	8	24	18	25	16	37	33	40	32
Second Class	38	34	78	55	59	74	63	71	134	75	143	140
Standard Class	112	100	201	218	233	215	198	198	406	236	461	416

Social Media Dashboard

This social media dashboard is designed for social media managers to assess the high-level impact of various social platforms, helping them focus their marketing efforts on the most effective channels.

Key Highlights:

Platform Trends: Ribbon chart shows monthly impressions by platform.

Content Insights: Table identifies top-performing content types.

Annual View: Stacked column chart displays quarterly impressions by platform.

Performance Focus: Bar and donut charts highlight top platforms and impression share.

Social Media Dashboard

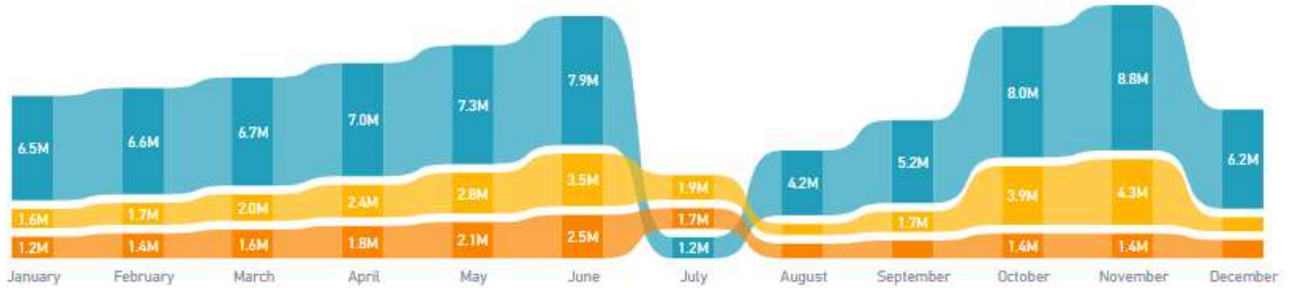
numerro

SOCIAL SALES TEAM ANALYSIS LOCATIO

IMPRESSIONS BY PLATFORM

2014 2015 2016 2017

Facebook Instagram Twitter



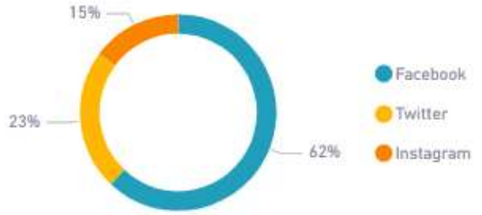
CONTENT TYPE PERFORMANCE

Platform	Full Type	Impressions
Facebook	Facebook Video Views	7,18,63,900
Twitter	Twitter Total Engagements	2,80,93,956
Instagram	Instagram Likes	1,58,42,340
Facebook	Facebook Post Engagements	35,76,376
Instagram	Instagram Story Opens	19,68,000
Instagram	Instagram Comments	2,56,580

PLATFORM IMPRESSIONS BY QUARTER

TOTAL PLATFORM IMPRESSIONS

PLATFORM IMPRESSIONS SPLIT



Sales Dashboard

This sales dashboard helps sales managers visualize performance, track opportunities, and identify areas to focus on to meet targets.

Key Highlights:

Key KPIs: Tracks Sales, Opportunities, Average Opportunity Size, and Velocity for an overview.

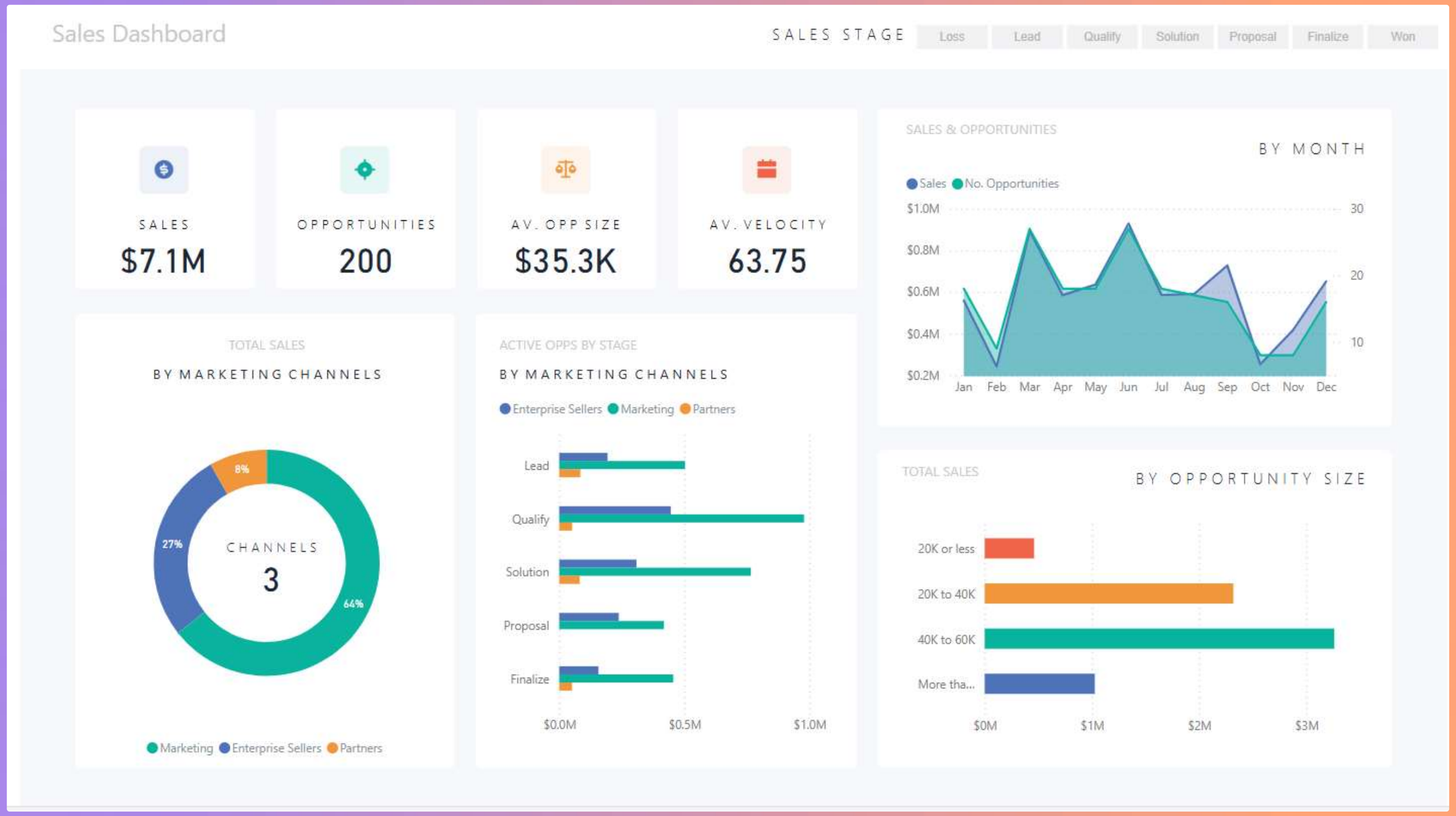
Monthly Trends: Area chart shows sales and opportunities by month against targets.

Channel Performance: Donut chart splits total sales by marketing channel

Opportunity Flow: Clustered bar chart monitors opportunities by sales stage and channel.

Sales Dynamics: Bar chart groups sales by opportunity size for deeper insights.

Sales Dashboard



Marketing Dashboard

This marketing dashboard helps a bank's marketing team analyze customer research to identify trends, understand demographics, and better meet customer needs.

Key Highlights:

Customer Profile: Scatterplot shows average bank balance by age and education level.

Demographics: 100% stacked bar chart highlights subjects by education and marital status.

Portfolio Insights: Multi-card displays a breakdown of customer job types.

Targeting Strategy: Tree map reveals average bank balance by education level to identify valuable customers.

Marketing Dashboard

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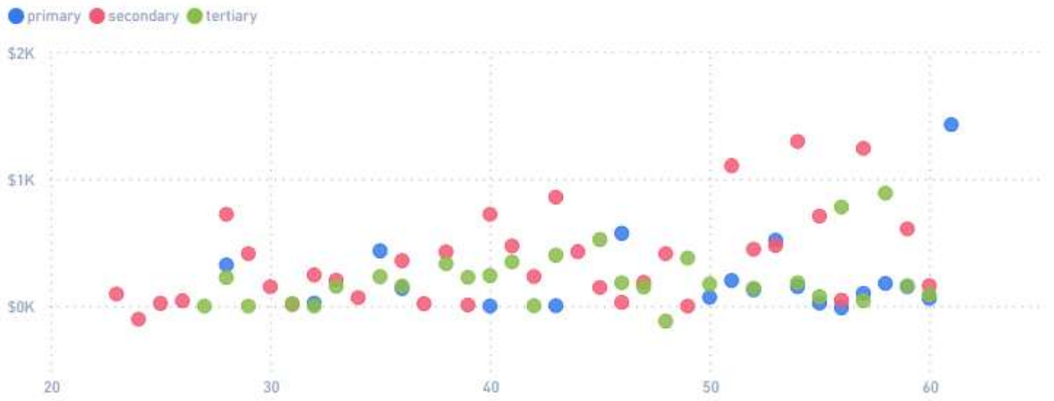
AV. BANK BALANCE BY AGE

SPLIT BY EDUCATION LEVEL



TOTAL SUBJECTS BY EDUCATION

BY MARITAL STATUS

BREAKDOWN BY JOB TYPE

HOME OWNER yes no

management

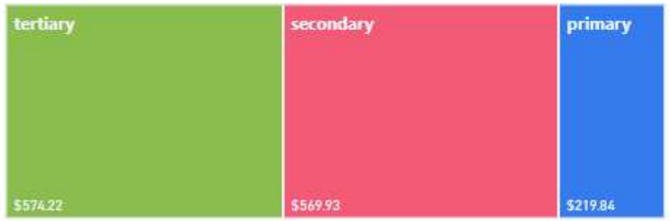
35	17.50%	44.26	$865.23
Subjects	% of Total Subjects	Average Age	Average Balance

housemaid

3	1.50%	52.67	$702.33
Subjects	% of Total Subjects	Average Age	Average Balance

AV. BANK BALANCE

BY EDUCATION LEVEL



Customer Analysis Dashboard

This customer analysis dashboard helps food retailers understand customer demographics and their impact on sales, enabling targeted efforts to maximize ROI.

Key Highlights:

Customer Activity: KPIs display average age, duration, income, purchases, and 2-year spend.

High-Value Demographics: Scatterplot correlates age with average 2-year spend to identify valuable customer segments.

Age Insights: Matrix breaks down customer activity by age group for targeted marketing strategies.

Customer Analysis Dashboard

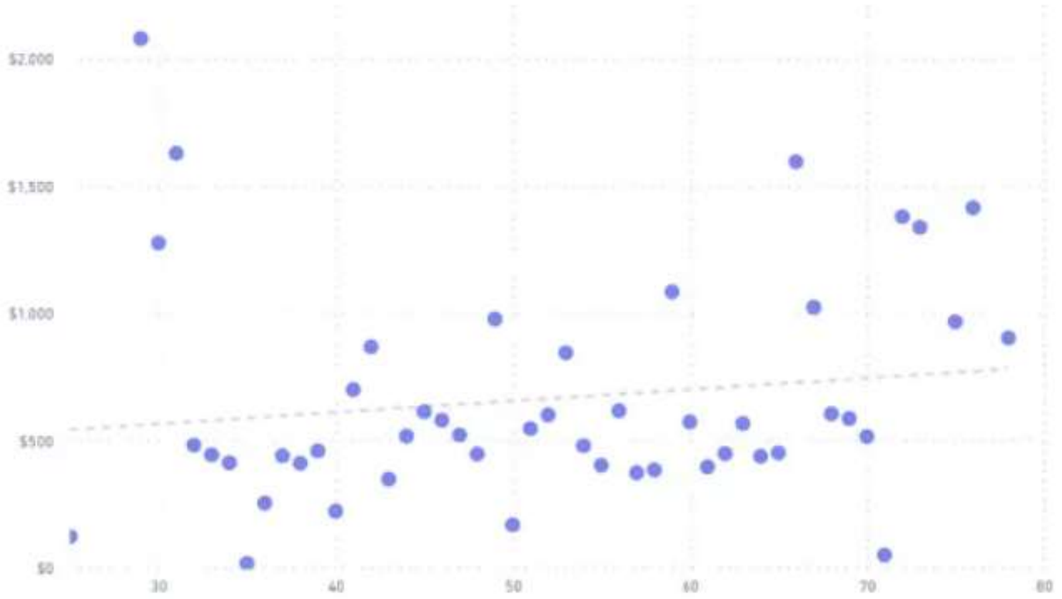
Customer Analysis

EDUCATION: All

MARITAL STATUS: All

AV. AGE	AV. DURATION	AV. INCOME	AV. PURCHASES	AV. 2Y SPEND
52.25	7.48	$52,224.9	12.73	$603.0

CORRELATION BETWEEN AGE & AVERAGE 2 YEAR SPEND



CUSTOMER BREAKDOWN BY AGE

Age	Av. Income	Av. Duration	Av. No. Purchases	Av. 2y Spend
25	$7,500.0	8.15	7.00	$122.0
29	$92,859.0	8.21	21.00	$2,077.0
30	$77,081.5	8.09	20.00	$1,275.0
31	$73,687.0	7.10	21.00	$1,627.0
32	$38,770.7	7.28	13.33	$481.0
33	$40,935.8	7.19	8.44	$443.1
34	$49,342.0	7.54	15.00	$412.0
35	$34,320.0	6.88	3.00	$17.0
36	$33,997.7	7.74	7.29	$253.4
37	$35,769.6	7.34	7.20	$439.6
38	$51,871.8	7.51	12.50	$410.0
39	$41,299.0	7.62	10.00	$458.5

Customer Satisfaction Dashboard

This customer satisfaction dashboard helps airline management assess customer feedback and satisfaction, guiding service improvements and resource allocation.

Key Highlights:

Benchmark Stats: Gauges display average scores, user count, and delays for overall satisfaction levels.

Service Performance: Stacked bar chart shows satisfaction by class to prioritize resource allocation.

Trends Over Time: Line chart tracks customer ratings by class and year for long-term service impact.

Detailed Analysis: Table provides granular data by year to support trend insights.

Customer Satisfaction Dashboard

Customer Satisfaction

SATISFACTION SALES TEAM ANALYSIS LOCATION

AVERAGE CUSTOMER RATING (1-5)

BY CLASS & YEAR

TOTAL PARTICIPANTS

BY SATISFACTION & CLASS

RESULTS BREAKDOWN

ALL STATISTICS BY YEAR

Year	Participants	Av. Age	Av. Flight Dist.	Av. Delay (m)	Av. Score (1-5)
2010	25	33.56	1,839.7	45.28	2.79
2011	25	38.96	1,876.2	54.40	3.42
2012	25	38.36	1,836.6	26.28	2.84
2013	25	34.68	1,701.2	34.56	3.33

Executive Dashboard

This executive dashboard offers a high-level overview of the business's year-to-date performance, helping executives quickly assess key metrics and determine areas for further analysis.

Key Highlights:

Key Metrics: KPIs show COGS, profit, discounts, and average unit cost for a quick performance snapshot.

Sales Trends: KPI/Area chart visualizes sales, units sold, average sales price, and units per order along with monthly trends for better insights.

Executive Dashboard

Executive Dashboard

SEGMENT | Channel Partners | Enterprise | Government | Midmarket | Small Business

COGS
$25.53M
82%

PROFIT
$5.52M
18%

DISCOUNTS
$600.48K
2%

AV. UNIT COST
$79.93
68%

$31.05M
SALES

261.57K
UNITS SOLD

$118.03
AV. SALES PRICE

1,744
AV. UNITS PER ORDER

Website Analytics Dashboard

website analytics dashboard helps the marketing team track customer interactions and optimize the website experience.

Key Highlights:

Website Stats: KPI/Area chart tracks key metrics like pageviews and bounce rate.

Trends: Clustered column chart shows monthly pageview trends.

Page Performance: Table highlights exit rates and pageviews for optimization.

Website Analytics Dashboard

Website Analytics

PAGE NAME All

QUARTER All

3652
PAGEVIEWS

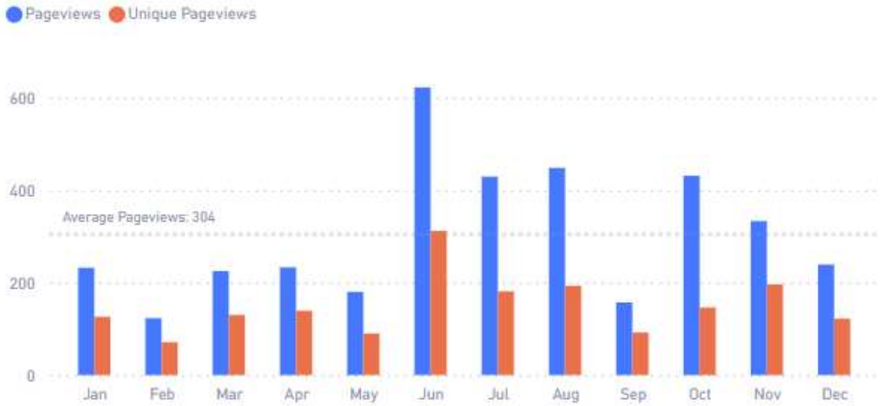
1798
UNIQUE PAGEVIEWS

13.67%
BOUNCE RATE

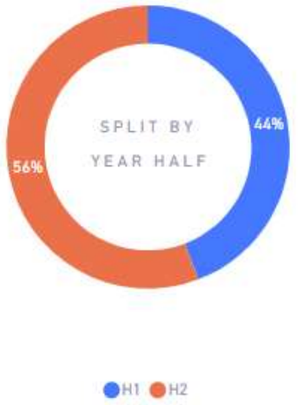
16.52%
EXIT RATE

MONTHLY PAGEVIEWS

& AV. MONTHLY PAGEVIEWS



PAGEVIEWS



TOP PAGES

Page	% Exit	Pageviews
/resources/	2.16%	3150
/grants	12.33%	183
/fraud	17.81%	95
/public-toilets	30.83%	54
Total	**15.41%**	**3482**

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