

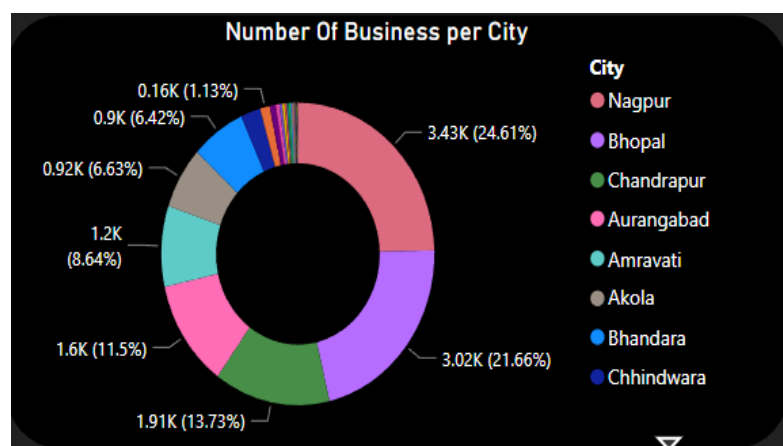
Power BI Dashboard

Data tables were extracted from SQL and imported into Power BI using a dedicated connector. A comprehensive report was created to facilitate in-depth analysis once the data was successfully loaded into Power BI. Various measures were subsequently developed within Power BI to enhance the effectiveness of the data analysis.

[Measures File](#)

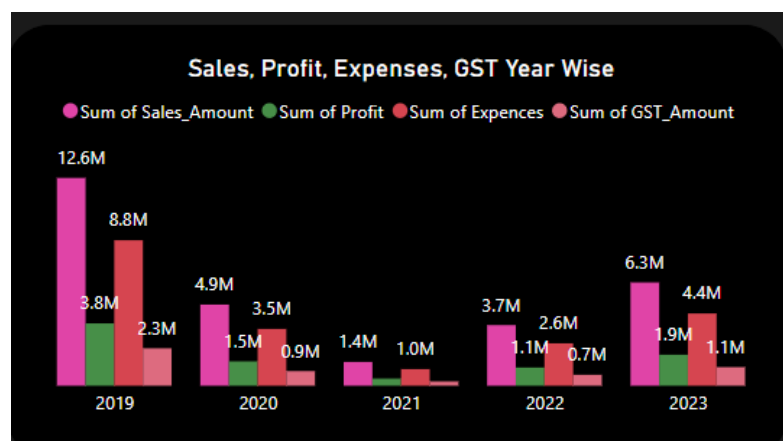
Creating the measures and visuals a Power BI report is created

Demographic Profile of the Clients:



Analysis: The highest number of clients are from Nagpur, with 3.43K. followed by Bhopal with 3.02K and Chandrapur 1.91K

Year and month-wise performance:

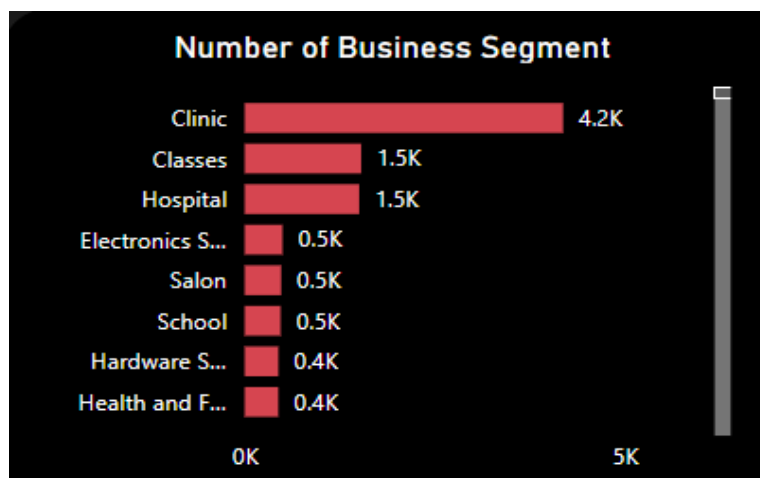


Analysis: The most profitable year was 2019 after that the profits peaked in 2023



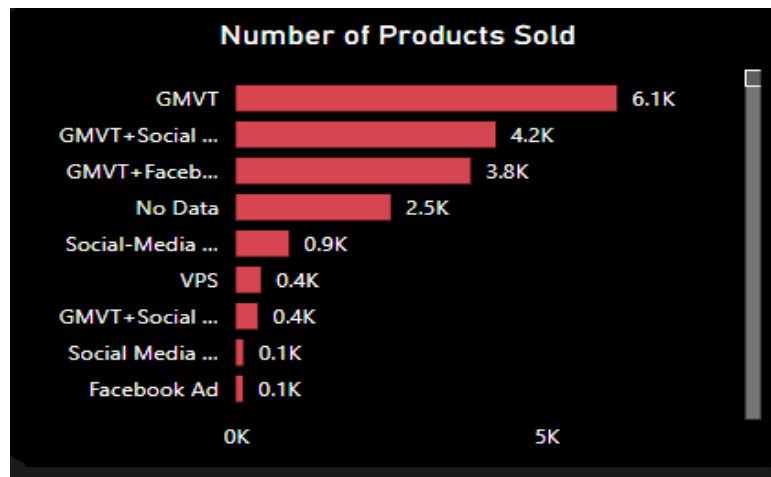
Analysis: The profitable clients in 2019 were 626 and fewer in 2021 and grew again in 2023 with 371 clients.

Business Category-wise distribution:



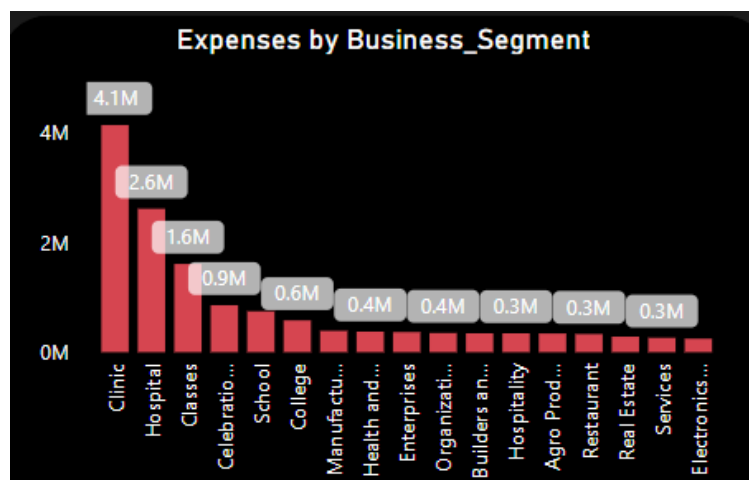
Analysis: The business can be categorized into 229 out of which clinics, classes and hospitals top the list as businesses are most from these segments.

Product Analysis:



Analysis: The top-selling product is GMVT (6.1K) followed by GMVT + social media (4.2K)

Major Expenses for the company:



Analysis: Major expenses come from clinics to the company followed by hospital and company

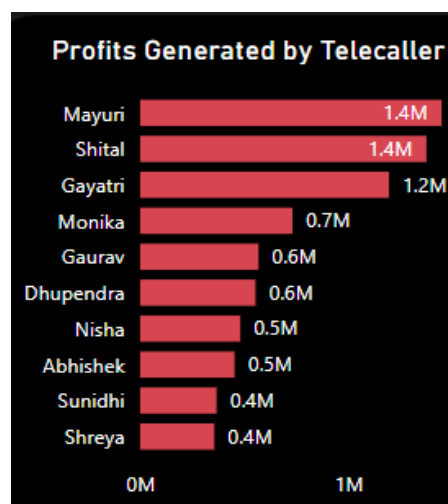
How can a business improve its service and satisfaction level:

Number of Repeated Customers and their Profitability			
Business_ID	Business_Name	Repeat Time	Sum of Profit
MCND6524	Maitreya Developers	12	89,250.00
FANH3953	Farme	11	81,312.00
PJAD8370	Pallavi Jewellers	11	28,380.00
CHND1988	Center Point Hospital	8	36,378.00
HPAN4922	Holy Child English School	6	6,750.00
NHNS7546	Nibe College Of Hotel Management	6	55,887.00
SMNV10921	7StarUpvc Windoors Manufacturer	6	25,488.00
UINM12225	Utkarsh Paramedical Institute	6	25,488.00
ACBM225	Akanksha Marriage Garden	5	18,000.00
AHND679	Avushman Hospnital	5	1,66,680.00
Total		2177	86,89,358.00

Analysis: Matreya Developers have utilized our services 12 times, while Fame has engaged our services 11 times. To further analyze these engagements, we should examine which Business Development Managers (BDMs) and Telecallers were responsible for these services. Additionally, understanding the factors that contributed to establishing and maintaining such strong client relationships will provide valuable insights

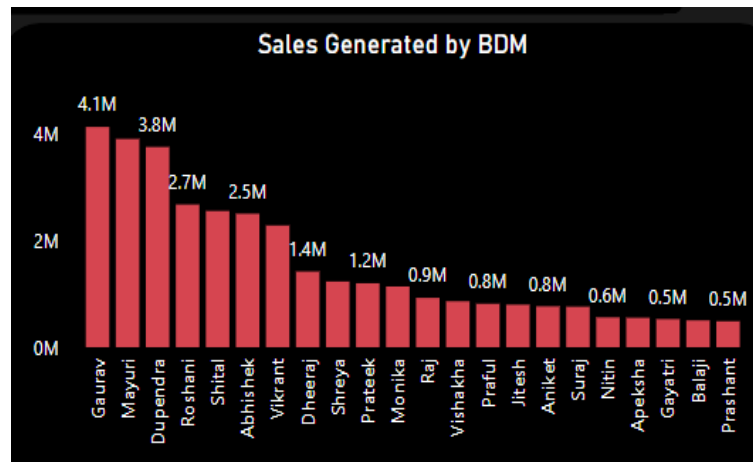
Telecaller Performance:

Telecaller_Name	No of Calls Made Telecaller
Gayatri	3239
Nisha	2155
Mayuri	1892
Mahima	1199
Komal	1150
Shital	914
Vishakha	844
Neelam	751
Total	20200



Analysis: Gayatri has made the greatest number of calls generating a profit of 1.2 M, and Mayuri has made 1199 calls generating a profit of 1.4 M.

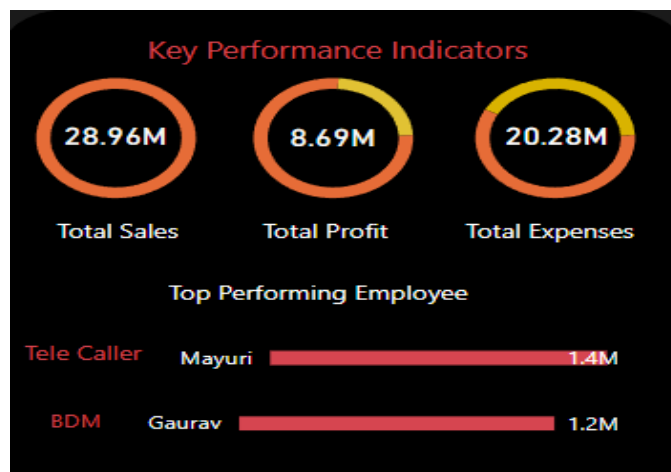
BDM Performance:



Analysis: Gaurav has generated a good number of sales to the company at 4.1 M followed by Mayuri at 3.8 M and Dipendra at 2.7M.

Dashboard Analysis

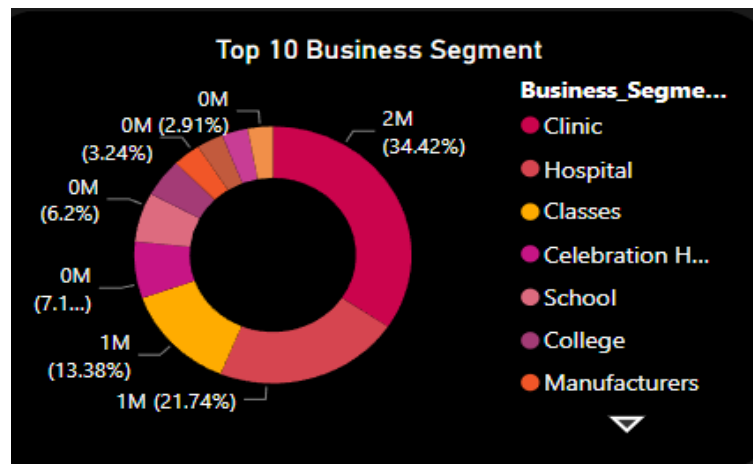
Key Performance Indicators:



Analysis: Total Sales are 28.96 million profit is 8.9 million and Expenses are 20.28 million.

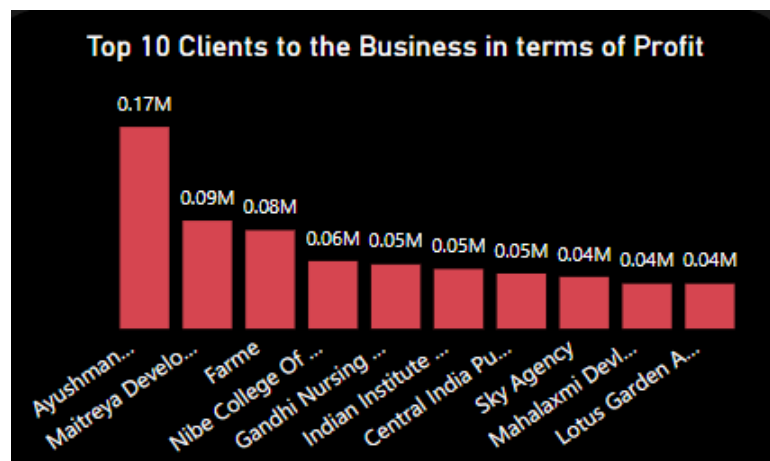
By Employee Analysis Mayuri has generated the highest profit as a telecaller, and Gaurav has generated the highest profit as a BDM

Top 10 Business Segment



Analysis: The top 10 business segments are clinics, hospitals, classes, celebration halls, schools, colleges, and manufacturers.

Top 10 Client:



Analysis: The top 10 Clients in terms of profit are Ayushman Hospital, Maitreya Developers, Frame, NIBE College of Hotel Management, Gandhi Nursing Home, Indian Institute of Fire Engineering, Central India Public School, Sky Agency, Mahalaxmi Developers, Lotas Garden and Celebration.