1. **Data Import and Basic Data Understanding**: Import the Bank Marketing Dataset into Power BI and view the data in the 'Data' view. Review the columns and understand the data types and values.
2. **Data Transformation**: Use Power Query Editor to clean and transform the data where needed. This might involve handling missing values, filtering out certain entries, or converting data types.
3. **Data Exploration and Analysis**: Create simple visualizations to understand the distribution and relationship of variables. For example, how does the number of subscribers vary across different job types or education levels? Here are a few suggestions:
   * Create a bar chart that shows the count of customers in each job category.
   * Use a pie chart to show the proportion of customers with and without a housing loan.
   * Create a histogram to show the age distribution of customers.
4. **Dashboard Creation**: Create a dashboard that includes multiple interactive charts, slicers, and filters. Here are some ideas:
   * Use a slicer to allow selection of 'marital' status. The rest of the dashboard should dynamically change based on this selection.
   * Create a bar chart showing the number of customers who subscribed to a term deposit (y) for each education level, with a filter to adjust for 'default' status.
   * Use a stacked column chart to show the number of clients distributed by job type and further divided by loan status ('loan' column).
5. **Implement DAX formulas**: Implement DAX formulas to create new measures and calculated columns. For instance, create a measure to calculate the following:

* total number of clients who have subscribed to a term deposit.
* **Count of Subscriptions**: This formula gives you the total number of term subscriptions.
* **Count of Customers by Job**: This formula gives you the number of customers for a particular job category.
* **Average Age of Subscribers**: This formula gives you the average age of the customers who subscribed to a term deposit.
* **Total Customers**: This formula gives you the total number of customers in the dataset.
* **Percentage of Subscriptions**: This formula calculates the percentage of total customers who have subscribed to a term deposit.
* **Minimum and Maximum Age of Subscribers**: These formulas give you the minimum and maximum ages of the customers who subscribed to a term deposit.
* **Count of Subscriptions by Marital Status**: This formula gives you the count of subscriptions for a particular marital status.