



2025

# CASE STUDY: GREEN CORPORATE KPI REVIEW DASHBOARD IN POWER BI

Research and  
Development Division

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# company case study

## Overview

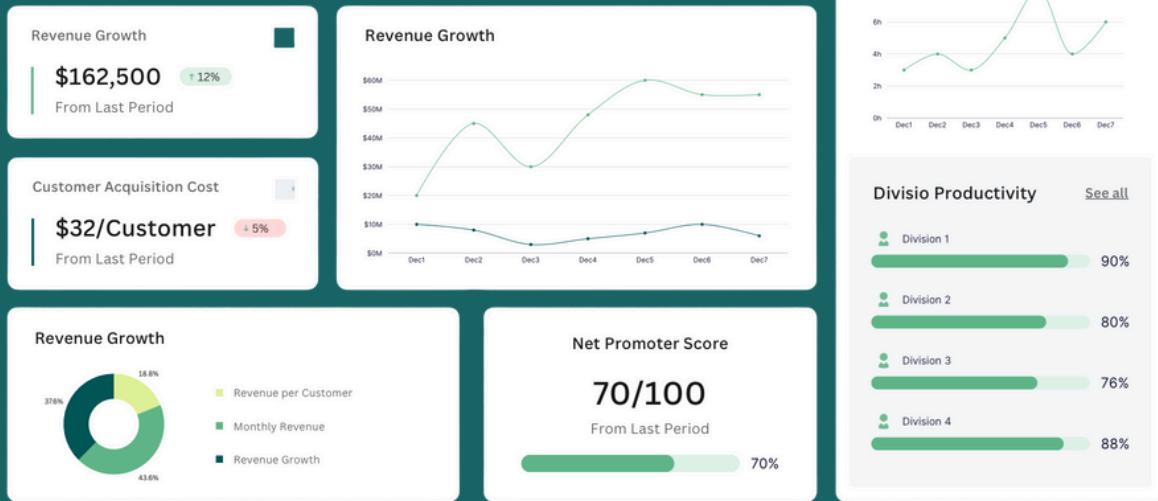
This case study presents a Green Corporate KPI Review Dashboard developed in Power BI to analyze financial, operational, customer satisfaction, and sustainability metrics. The dashboard provides actionable insights for business decision-making, performance tracking, and goal alignment.

## Key Objectives

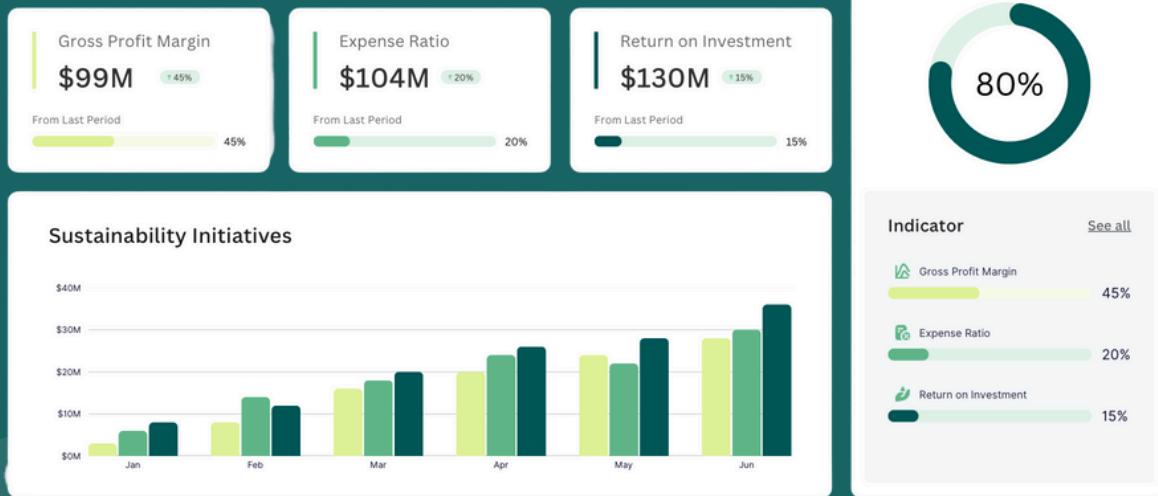
- **Monitor Financial Performance** – Track gross profit margin, expense ratio, and return on investment (ROI).
- **Optimize Operations** – Measure on-time delivery rates, inventory turnover, and customer response times.
- **Enhance Customer Satisfaction** – Analyze churn rate, retention rate, and customer satisfaction scores.
- **Track Sustainability & Revenue Goals** – Evaluate sustainability initiatives and revenue growth targets.

# Dashboard Components & Insights

## Key Metrics



## Financial Indicators



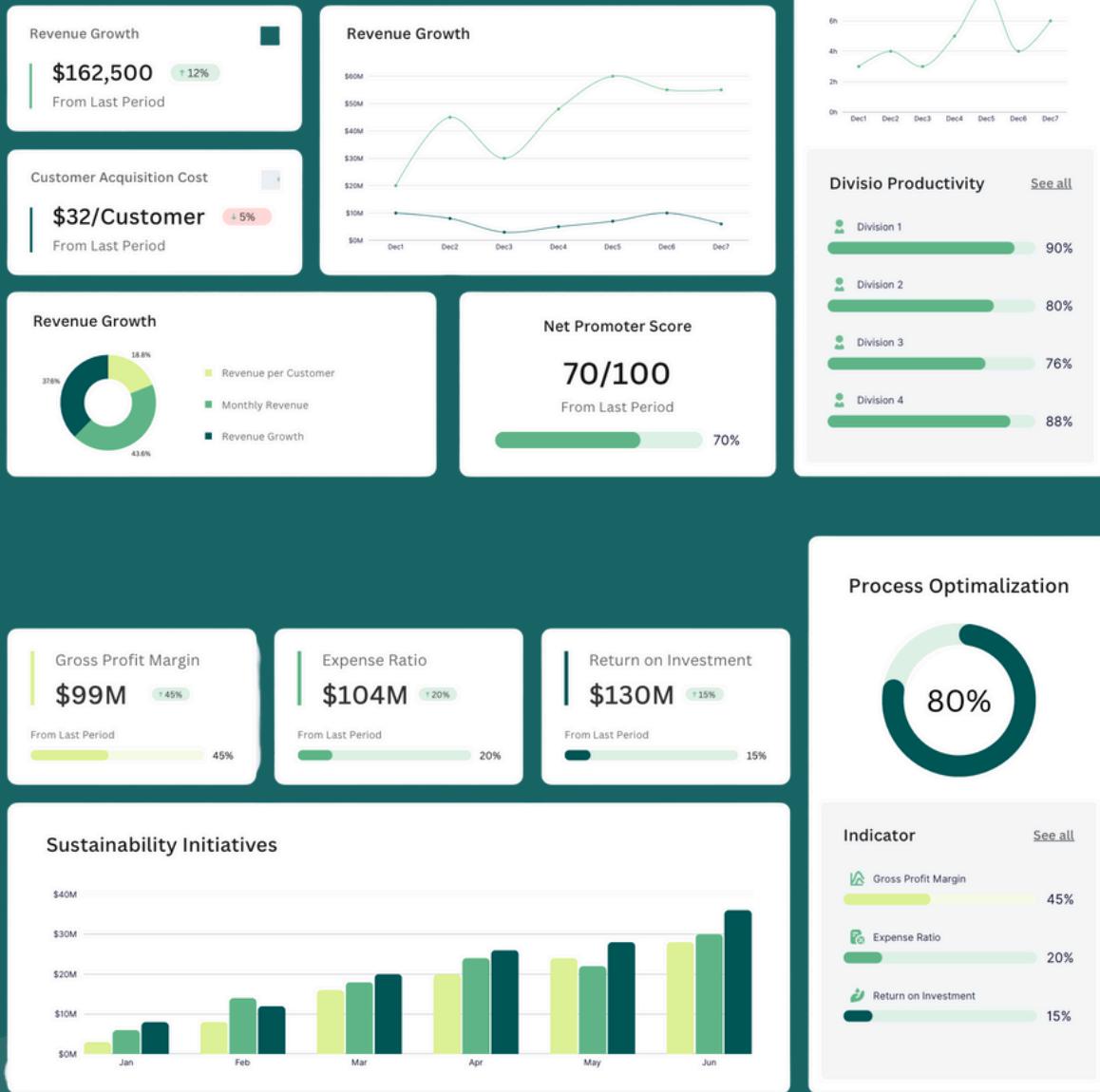
### Financial Indicators

- Gross Profit Margin: \$99M (48%) – Stable compared to the last period.
- Expense Ratio: \$104M (20%) – No change from the previous period.
- Return on Investment (ROI): \$130M (13%) – Slight decline from 15% in the last period, indicating a need for better investment strategies.

Recommendation: Investigate the drop in ROI and explore cost optimization strategies.

# Dashboard Components & Insights

## Key Metrics



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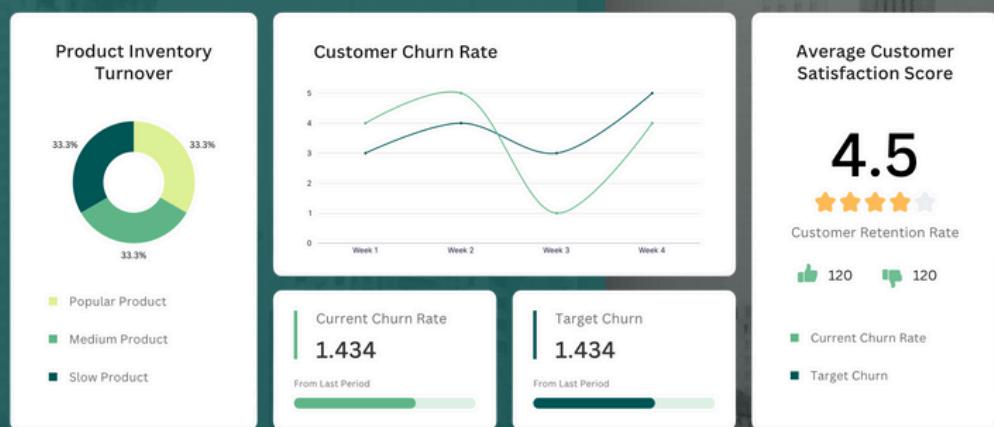
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## Operational Indicators

- On-Time Delivery Rate: Data suggests tracking improvements month-over-month.
- Inventory Turnover:
  - Highest in Electronics & Apparel.
  - Lowest in Groceries & Toys, indicating potential overstocking.
- Customer Response Time: Metrics show response times ranging from 1-3 hours, with room for improvement.

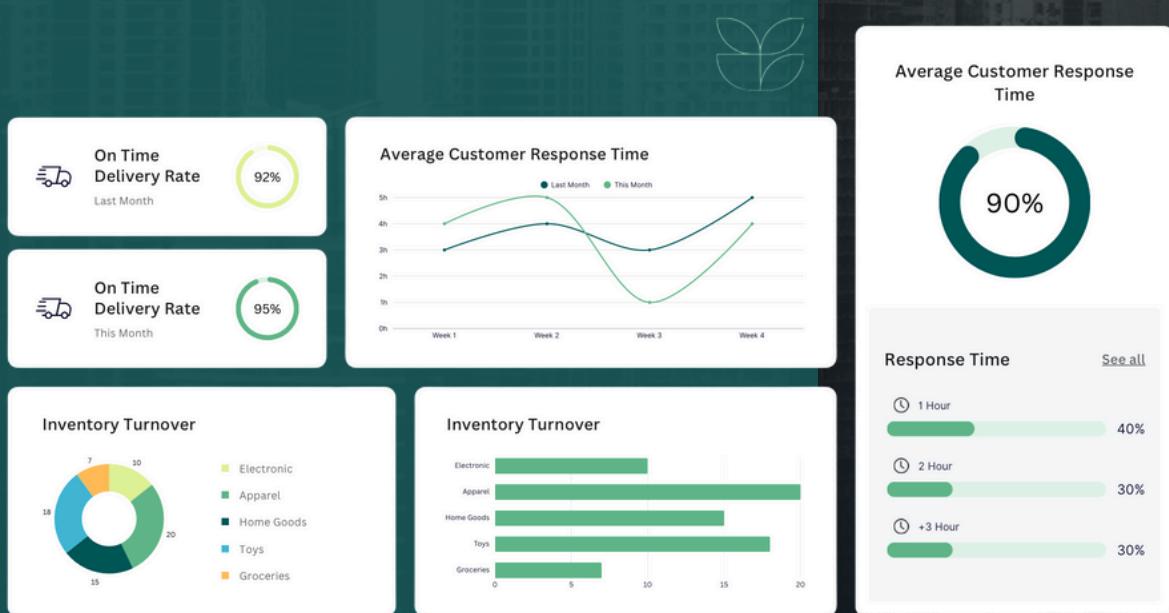
Recommendation: Optimize inventory management and reduce response times to enhance efficiency.



## Customer Satisfaction Indicators

- Customer Churn Rate: 4.5% (Needs improvement).
- Retention Rate: 120 (Stable but could be higher).
- Average Satisfaction Score: 4.5/5 (Strong, but churn suggests hidden issues).

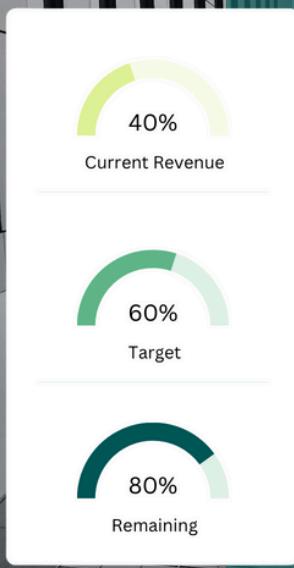
Recommendation: Conduct customer feedback surveys to identify pain points and improve retention strategies.



## Sustainability & Revenue Goals

- Sustainability Investment: Peaked at \$40M in June, showing strong commitment.
- Revenue Growth Target:
  - Current Revenue Achievement: 40% (Target: 80%).
  - Electric Energy Sector: Performing at 90%, indicating strong growth potential.

Recommendation: Focus on revenue diversification while maintaining sustainability efforts



## Business Impact

- ✓ Improved Financial Visibility – Clear tracking of profitability and expenses.
- ✓ Operational Efficiency – Identified bottlenecks in inventory and response times.
- ✓ Customer-Centric Strategies – Data-driven decisions to reduce churn.
- ✓ Sustainability Alignment – Monitored green initiatives alongside revenue goals.

## Power BI Implementation

### Visualizations Used

- Financial Metrics: Cards, bar charts, and trend lines.
- Operational Efficiency: Line charts, stacked columns, and tables.
- Customer Insights: Gauges, donut charts, and scorecards.
- Sustainability & Goals: Area charts, progress bars, and comparative analysis.

### Data Sources

- ERP Systems (Financial Data)
- CRM (Customer Metrics)
- Supply Chain Logs (Operational Data)

### Conclusion

This Power BI KPI Dashboard provides a 360-degree view of corporate performance, helping stakeholders make informed decisions. By integrating financial, operational, and customer data, it bridges gaps between strategy and execution while promoting sustainability.