

---




## AdventureWorks Cycles Power BI Dashboard

I'm thrilled to share my latest **Business Intelligence** project for **AdventureWorks Cycles**—a fictional manufacturing company specializing in cycling equipment. This **Power BI Dashboard** serves as a powerful decision-making tool, enabling the management team to track **key performance indicators (KPIs)** such as **sales, profits, revenue, and return rates**.

---

### Project Goals

This project aimed to provide actionable insights through:

-  **Comparing Regional Performance:** Identifying top-performing regions.
  -  **Analyzing Product-Level Trends:** Spotting popular and underperforming products.
  -  **Identifying High-Value Customers:** Highlighting customers contributing significantly to revenue.
- 

### Tools and Techniques



- **Power BI:** For connecting, transforming, and visualizing data.
  - **DAX (Data Analysis Expressions):** To create dynamic and insightful measures for Exploratory Data Analysis (EDA).
  - **Data Modelling:** Built relational models to integrate raw data effectively for analysis.
- 

## Dashboard Pages and Key Insights



### Executive Dashboard

Provides a high-level overview of critical KPIs.



### Regional Map

-  Highlights regional performance metrics.
-  Uncovers trends in geographic sales distribution.

### Product Details

-  Tracks product-level performance, such as sales and return rates.
-  Helps refine inventory and marketing strategies.








### Customer Details


-  Identifies high-value customers.
-  Analyzes customer behavior to inform targeted campaigns.

---

## 🌟 DAX Measures for Key Insights

Each visual in the dashboard leverages DAX measures, including:

-  **Percentage of All Orders:** Tracks order contributions.
-  **90-Day Rolling Profit:** Highlights trends over time.
-  **Average Retail Price:** Evaluates pricing strategies.
-  **High-Ticket Orders:** Identifies premium purchases.
-  **Previous Month Metrics:** Tracks profit, orders, and revenue.
-  **Price Adjustments via Modeling:** Evaluates pricing impact.
-  **Total Cost/Profit/Revenue:** Core financial insights.

 **Detailed Information:** Additional details on all DAX measures are available in the accompanying file in this repository.

---

## 🌟 Why This Project Stands Out

This project enabled me to dive deeper into Power BI's advanced features, from robust data modelling to crafting dynamic DAX measures. The resulting dashboard not only provides valuable insights but also demonstrates the transformative power of Business Intelligence tools.

 **Let's explore the data together!**

---