

Project Report

Customer Performance Dashboard – Mechanical Components Store

Project Overview

This Power BI dashboard presents a detailed **Customer Performance Analysis** for mechanical components store that sells products such as Adjustable Race, Bearing Ball, Blade, LL Crankarm, Chainring Nut, and Decal. The primary goal of the dashboard is to help stakeholders understand customer demographics, behavior, and revenue patterns for better strategic decision-making.

Objective

- Analyze customer demographics: age, gender, and parental status
- Understand revenue contribution by various age groups
- Compare earnings by gender
- Segment customers by loyalty and profile type
- Identify top customers dynamically
- Support interactive filtering and theme customization

Key Features

- **Theme Switching:** Available in both Light and Dark mode for visual accessibility
- **Interactive Country Filter:** Enables country-wise data filtering
- **Dynamic Captions:** Texts auto-update based on filter selection
- **Revenue by Age Group:**
 - 75% of revenue comes from ages 30–60
 - Highest: Age group 30–40 (\$80M)
- **Customer Segmentation by Parental Status:**
 - **With Children:** 71% of customers (77.4M revenue)
 - **Without Children:** 29% of customers (39.6M revenue)
- **Gender-Based Revenue:**

- Male: \$152.6M (49.7%)
 - Female: \$154.5M (50.3%)
- **Customer Profiling:**
 - Loyal, Periodic, and VIP categories
- **Top Customers List:**
 - Dynamically changes based on selection (Top 3, 4, 6, etc.)

Included Files

- CustomerDashboard.pbix – Power BI dashboard file
- dataset.csv – Raw dataset used to build the dashboard
- LightTheme_Dashboard.png – Screenshot of Light Theme
- DarkTheme_Dashboard.png – Screenshot of Dark Theme
- demo_video.mp4 – Dashboard video walkthrough
- README.md – Project description for GitHub

Tools Used

- **Power BI** – For building the interactive dashboard
- **CSV / Excel** – As the data source

Conclusion

This Power BI dashboard provides actionable insights into customer behavior and revenue trends in a mechanical components store. With features like dynamic filtering, theme customization, and segmentation, it supports strategic business analysis and enhances data-driven decision-making.