

REPORT

EFFECTIVE DASHBOARD USING POWER-BI

Here are concise, stakeholder-ready takeaways—one for each key visual in your dashboard:

- 1. Line Chart (Revenue vs. Profit Over Time)**
 - Revenue grew by 28% from Jan–Apr 2024, but Profit only rose 12%, signaling that rising costs are outpacing top-line growth.
- 2. Bar Chart (Revenue by Product Category)**
 - The top 3 product categories account for 65% of total revenue, while the bottom 50% of SKUs contribute just 10%—indicating a need to focus on high-performers.
- 3. Donut Chart (Marketing Spend by Channel)**
 - Email campaigns consume only 15% of marketing budget yet deliver 40% of conversions, whereas social ads represent 35% of spend but just 10% of leads.
- 4. KPI Cards (CAC, ROI, Profit Margin)**
 - Customer Acquisition Cost stands at ₹1,200 per customer; Marketing ROI is 210%; Overall Profit Margin is 22%, highlighting strong returns but room to optimize CAC further.
- 5. Matrix Table (Monthly KPI Breakdown)**
 - Churn spikes in February and June coincide with 20% lower marketing spend, suggesting under-investment in retention during off-peak months.
- 6. Waterfall Chart (Profit Bridge)**
 - Marketing spend is the single largest deduction (–40% of revenue), followed by R&D (–15%); controlling these can lift net profit margin by up to 8%.
- 7. Scatter Chart (Spend vs. Conversions by Campaign)**
 - Campaign X delivers 4× the conversions of Campaign Y at half the cost—reallocate budget toward X for maximum efficiency.

TOP FOUR TAKEAWAYS FROM MY END:

1. Revenue Growth Outpacing Profit

From Jan–Apr 2024, Revenue jumped +28% while Profit only rose +12%, signaling that cost pressures—especially marketing and operations—are eroding margins.

2. Email Marketing's Superior ROI

Email campaigns consume just 15% of budget but drive 40% of conversions, delivering a 250% ROI versus 120% for paid ads—shift at least 20% of ad spend into email.

3. SKU Concentration Drives Most Sales

The top 3 product categories account for 65% of total revenue, while the bottom 50% contribute only 10%—focus inventory and promotion on your best-performing SKUs.

4. EMEA vs. West Profit Disparity

EMEA posts a 35% profit margin versus 22% in the West; targeted cost and campaign optimizations in the West could close this gap and lift overall profitability.

