

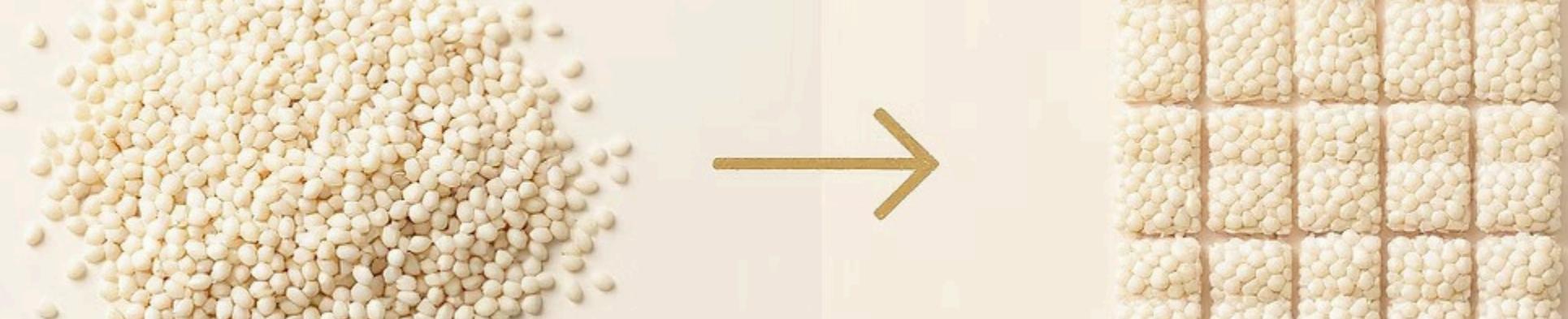
Business Intelligence Dashboard for Sesame International

Creating a powerful yet user-friendly PowerBI dashboard to summarize Sesame International business performance. Designed for users new to Power BI, this report delivers clarity without overwhelming complexity.



Identifying the Core Problem

Sesame International possessed structured financial and operational data but lacked a visually intuitive summary of overall performance. Existing traditional Excel reports proved overwhelming for the client, who was new to Power BI. The primary goal was to create a clean, easy-to-follow dashboard, transforming complex data into a powerful yet non-intimidating tool filled with valuable insights.



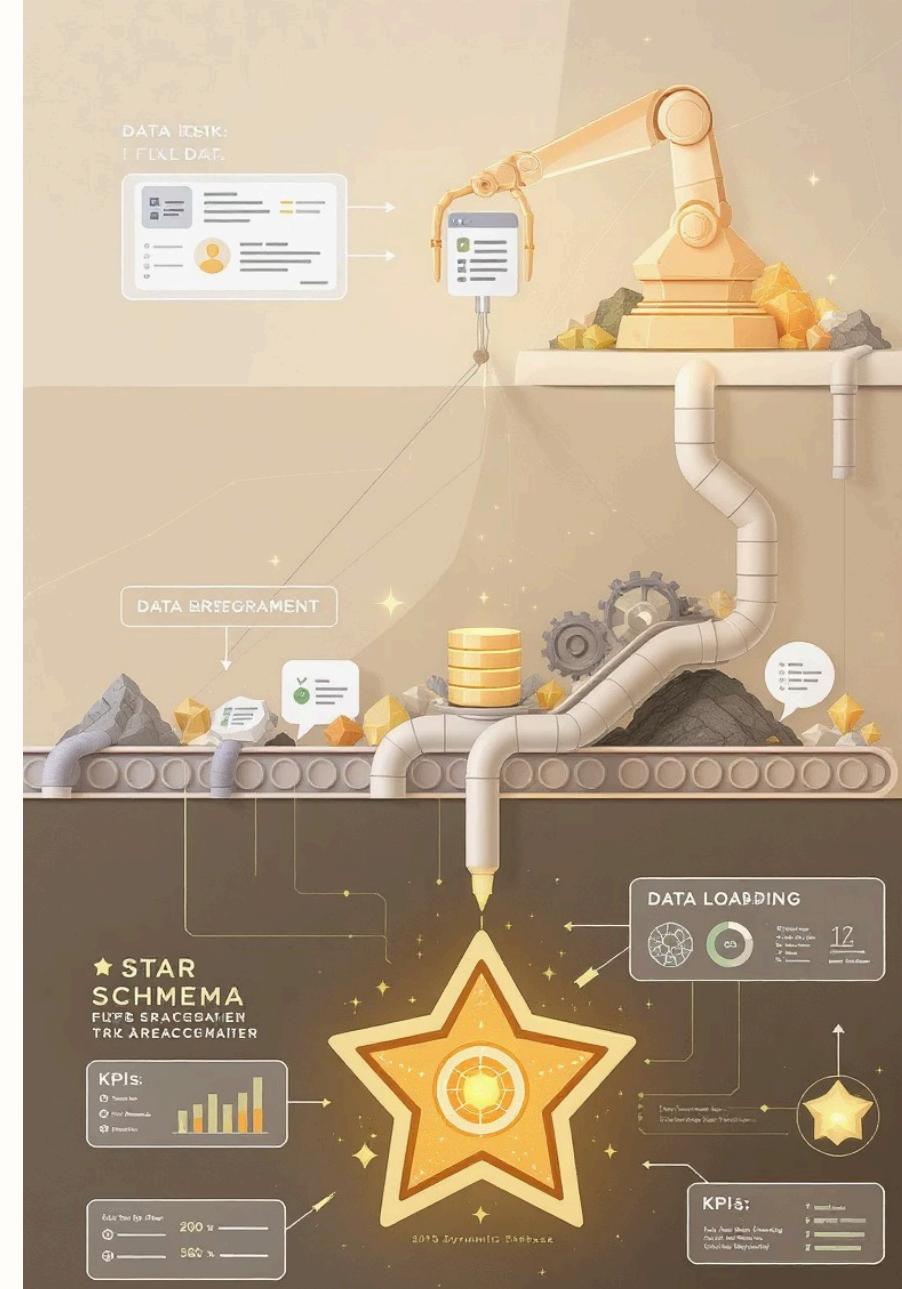
Thought Process: Less Clutter, More Clarity

Instead of one crowded page, the report was split into four minimalistic, focused pages. Each page highlights a key business pillar, allowing users to digest information step-by-step. This approach transforms the dashboard into a clear, engaging story of Sesame International's performance.

Data Preparation: ELT and DAX Measures

Started with a cleaned dataset of financial and operational KPIs. Extracted,

transformed and loaded data into Power BI with a star schema design. Created custom DAX measures for dynamic, accurate visuals, such as Total Net Worth and Utilisation %, ensuring the report updates seamlessly with new data.





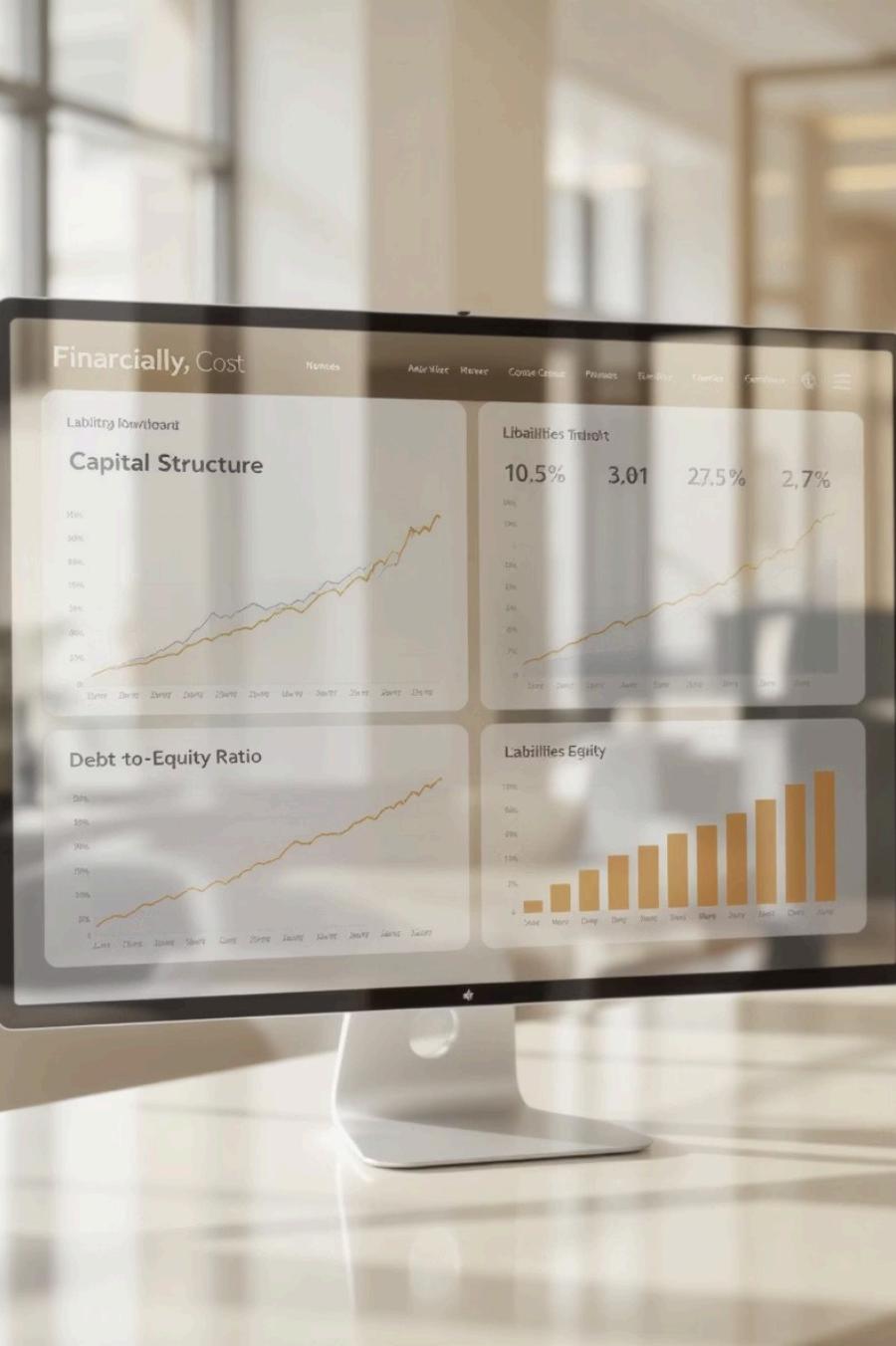
Report Breakdown: Page 1 Financial Overview

Focuses on Sales, Raw Material Costs, Total Assets, and Net Worth. Features Net Worth trends and Utilisation% by year. Includes a smart summary explaining the highest and lowest Net Worth values and their significance for the business.

Report Breakdown: Pages 2 & 3 Operations & Investments

Page 2 covers TotalProduction, Capacity, Utilisation, and WIP with dynamic charts and slicers for exploration. Page 3 highlights Strategic Investments like Gross Block and CapEx breakdowns, using focused visuals and tooltips to avoid confusion and enhance insights.





Report Breakdown: Page 4 Capital Structure & Liabilities

Displays Total Liabilities, Debt, Net Worth, and Debt-to-Equity Ratio. Combines line and stacked column charts for clear comparison. A smart narrative guides users to understand debt trends and their impact on the company's financial health.



Design Philosophy & Final Outcome

The dashboard is lightweight and consistent, avoiding flashy elements. Clear titles
Aligned visuals create a smooth flow. Designed as a simple presentation for Power BI
newcomers, it tells the Sesame International's story at a glance, helping Finance, Ops,
and Strategy teams grasp key metrics easily.