💬 **Interview Questions & Answers**

1. What does a dashboard do?

A dashboard visually summarizes key data metrics in one place, helping users quickly understand patterns, trends, and insights. My dashboard highlights **sales performance across products, regions, and categories** to support business decisions.

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2. How do you choose the right chart?

The chart type depends on the data:

- I used a **line chart** for monthly sales to show trends over time.
- A **bar chart** to compare sales across regions.
- A **donut chart** for category-wise sales distribution. This ensures clarity and makes patterns easier to spot.

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3. What is a slicer/filter?

A slicer is an interactive tool that allows users to filter data based on specific fields. In my dashboard, I used a **Region slicer** so users can view how different areas performed individually.

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4. Why do we use KPIs?

KPIs (Key Performance Indicators) help track progress toward business goals. Although I didn't include a specific KPI card, the visuals show **top-performing products, peak sales months, and regional contributions**, which act as performance indicators.

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5. What did your dashboard show about sales?

It showed that:

- **E-books and budgeting tools** were the top-selling products.
- **December 2024** had the highest sales, followed by a steady decline.
- **UK and Canada** led in regional sales.
- **Health & Wellness** and **Productivity** were the most profitable categories.

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6. How do you make a dashboard look clean?

I used:

- **Consistent colors and fonts**
- **Minimal visual clutter**

- **Proper titles and labels**

- **Balanced layout** of charts and slicers
  This helps users focus on insights, not just visuals.

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7. Did you clean the data before starting?

Yes. I ensured:

- Dates were in the right format

- Nulls or duplicates were removed

- Sales and profit fields were numeric
  This prepared the data for accurate analysis and visualization.