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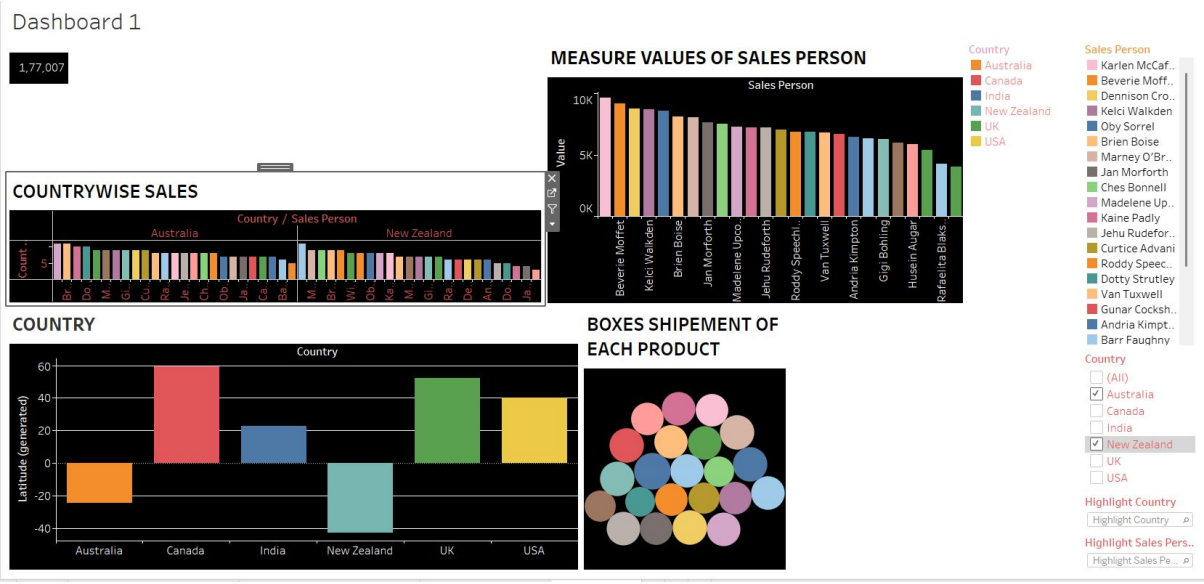
DASHBOARD:



INTERVIEW QUESTIONS:

2. What are the key elements of a dashboard?

Key elements include:

- **KPIs (Key Performance Indicators):** Summarized metrics like Sales, Profit, etc.
- **Charts & Graphs:** Visual elements like bar charts, line charts, maps
- **Filters/Slicers:** Interactive tools to view specific segments of data
- **Time-Series Analysis:** Trends over time
- **Navigation Elements:** Buttons or menus to switch views
- **Consistent Design & Layout:** Clear, clean, and easy to interpret
- **Tooltips:** Details on hover for deeper insights

3. What is a KPI?

A **KPI (Key Performance Indicator)** is a **measurable value** that shows how effectively a business is achieving its objectives.

Examples:

- Total Sales
- Profit Margin
- Customer Retention Rate

KPIs help monitor business health and guide decision-making.

4. What are slicers in Power BI?

Slicers in Power BI are **visual filters** that allow users to **interactively filter** the data on a report.

- Appear as dropdowns, checkboxes, or buttons
- Can filter by fields like date, category, region, etc.
- Help users **customize** views without modifying the actual data model

5. Difference between Power BI and Tableau

Feature	Power BI	Tableau
Ease of Use	Easier for beginners	Slightly more technical
Integration	Strong with Microsoft tools (Excel, Azure)	Better with multiple data sources
Visuals	Good, but limited customization	More advanced and polished visuals
Cost	Lower cost, has free version	More expensive
Data Handling	Handles small to medium datasets	Handles large & complex datasets well
Community	Large with Microsoft backing	Strong, especially in data science

6. How do you make a dashboard interactive?

To make a dashboard **interactive**:

- Add **filters/slicers** (country, product, date)
- Use **actions** like filter, highlight, or URL (in Tableau)
- Enable **drill-down** or **hierarchies**
- Use **hover tooltips** to show more data

- Allow **user input parameters** (optional)

7. How do you deal with large datasets in dashboards?

Techniques to handle large datasets:

- Use **data extracts** (Tableau) or **Import mode** (Power BI) to cache data
- Use **aggregated data** instead of raw rows
- Apply **filters** early to limit data volume
- Use **SQL views** or **data modeling** to pre-process
- Limit use of **complex calculated fields**

8. What chart types do you use for trend analysis?

Common charts for trend/time analysis:

- **Line Chart** – Best for time series (e.g., sales over months)
- **Area Chart** – Cumulative trends
- **Bar Chart** (Grouped or Stacked) – For periodic comparison
- **Scatter Plot with Date** – To show patterns or clusters
- **Heatmaps/Calendar View** – For daily/monthly intensity trends