Insights gained from Super store sales & Vrinda's annual report

- ✓ **Revenue Reports**: Distribution of Revenue & order quantities segment-wise, product-wise, country-wise, category-wise shown with **Bar graphs, Gauge charts** helps monitor targets, **Track sales growth and identify key drivers of revenue**.

- ✓ **Key Performance indicators**: **Dynamic KPIs with percent changes** gives clear picture for analysis, **Conditional formatting** in matrices **highlighting lowest & highest performers, Drill-downs** provide deeper insights into sales performance.

- ✓ **Sales Trends**: Comprehensive analysis of monthly and yearly revenue with **trend lines for performance tracking, and estimated forecasts,** find out periods of peak activity with underlying reason and detected potential issues in downfall.

- ✓ **Customer Segmentation**: Used **Scatter charts, Map visuals** to help understand customer base with **detailed segmentation** & identify opportunities for growth. **Analyzed customer distribution**, revealing segments with the highest engagement and **Revenue contribution**

- ✓ **Product Performance**: **Analyze which products are performing** best and where improvements can be made, comparative **Return Rates percent share** in Revenue.

Insights gained from Financial Statements report of ABC ltd.

- ✓ **Financial Metrics Visualization: Tracks key financial metrics** like Revenue, Gross profit, COGS, EBIT, Finance cost, Expenses, Tax, and net income **using sparklines** for a clearer **year-over-year comparison** of all the metrics.

- ✓ **Zebra Visual** : Provides a **clean and intuitive representation of financial metrics** with marked variations showing respective **increase & decrease in metrics at a glance**, helping to get far more better insights & dive deeper to find solutions.

- ✓ **Tax and Expense Distribution: Visualize Tax allocation** across different divisions via **Pie chart** and breaks down expenses across different categories using **Treemap** , with monthly status of revenue and profit tracking through **Area Graph charts.**

- ✓ **Groupwise cashflows with Waterfall Charts:** Distribution of account groups in revenue and expenses, and the **increase and decrease in revenue & assets** by account group are **visualized clearly in waterfall charts** for better insights

- ✓ **Comparituve Analysis:** Slicers allow to navigate into comparison of all metrics between all divisions & yearly performance. **Guage chart shows updates in Net Income Margin**

Insights & learnings gained from DW tech HR report

✓ Leverage data with bar graphs and pie chart to **drive HR strategies and optimize initiatives**. **Tracks Attrition Rate** in the company based on different criteria . Dynamic KPIs and gauge charts offer real-time insights into attrition and **Salary hike trends**.

✓ **Drill-through and slicers** enable deep dives into **hidden correlations and trends**, whether **exploring Turnover reasons or analyzing Training effectiveness**. Helps get deeper into particular job role & allows to find minute details affecting different attributes

✓ **Job satisfaction ratings** by job role when shown with Conditional formatting in matrix visuals simplifies complex scenarios, helps find potential areas of improvement for employees and increase performance levels.

✓ **Analyzes Travel count and Overtime** of employees by job roles, providing actionable insights to **optimize HR strategies** based on the requirement of different roles

✓ Tracks employee performance **department wise for Performance Appraisal** & get key HR metrics by different age, education, salary, marital status with proper visuals.

Insights gained from E-commerce Product Review Dashboard

- ✓ **Product Ratings and Discounts**: **Displays product ratings**, highest-rated products, and top discounted products, with **detailed product information on single click** including images, descriptions, prices, discounts, ratings, and buy links.

- ✓ **Category and Rating Analysis: Reviews are analyzed by category and rating bucket**, with scatter charts comparing discount percentages v/s average ratings and discount prices v/s average prices, offering **insights into product performance and pricing strategies.**

- ✓ **Sentiment Analysis** : Gain insights into **Customer feedback** & Quickly gauge how customers feel about your products & help understand **Customer behaviour**

- ✓ **Analyze product performance**: **Identify top-performers** in different categories with the help of Slicers & find areas for improvement, enable to navigate further details

- ✓ **Make informed decisions**: **Tailor strategies based on real-time insights** with **customizable metrics and intuitive visualizations**, enhance their products sales.

Other major Project Learnings from Power BI sample projects

- **Business Intelligence Concepts**: Gained a strong foundation in BI principles.

- **Connecting Different Sources**: Learned how to integrate data from various sources seamlessly.

- **Data Transformation**: Mastered data cleaning and transformation using Power Query.

- **Data Modeling**: Developed skills in creating robust data models.

- **DAX Functions:** Explored advanced calculations and data analysis with DAX.

- **Building Reports**: Crafted comprehensive reports using advanced visualizations.

- **Filters & Slicers:** Customizing views for detailed analysis.

- **Drilldown & What-If Parameters**: Exploring data at different levels and scenarios.

- **Trendlines & Forecasting:** Predicting future performance.

- **Gauge Charts & KPIs**: Comparing targets with actuals.

- **Decomposition Tree & Key Influencers:** Understanding the factors driving business outcomes.

- **NLQ & Tooltips:** Enhancing interactivity and insights.