

DESIGNING AN INTERACTIVE DASHBOARD FOR BUSINESS STAKEHOLDERS

Using Power BI / Tableau

OBJECTIVE

- Build an interactive dashboard using Power BI/Tableau
- Centralize insights on Sales & Profit for stakeholders
- Enable deep-dive analysis with filters & slicers
- Highlight key KPIs (Sales, Profit, Growth %) through cards
- Use time-series analysis to identify business trends
- Present insights in a visually clear, decision-oriented format

DATASET

- Kaggle Sales/Financial dataset
- Columns: Date, Product, Category, Region, Sales, Profit, Quantity, Customer

CHOSEN KPIS

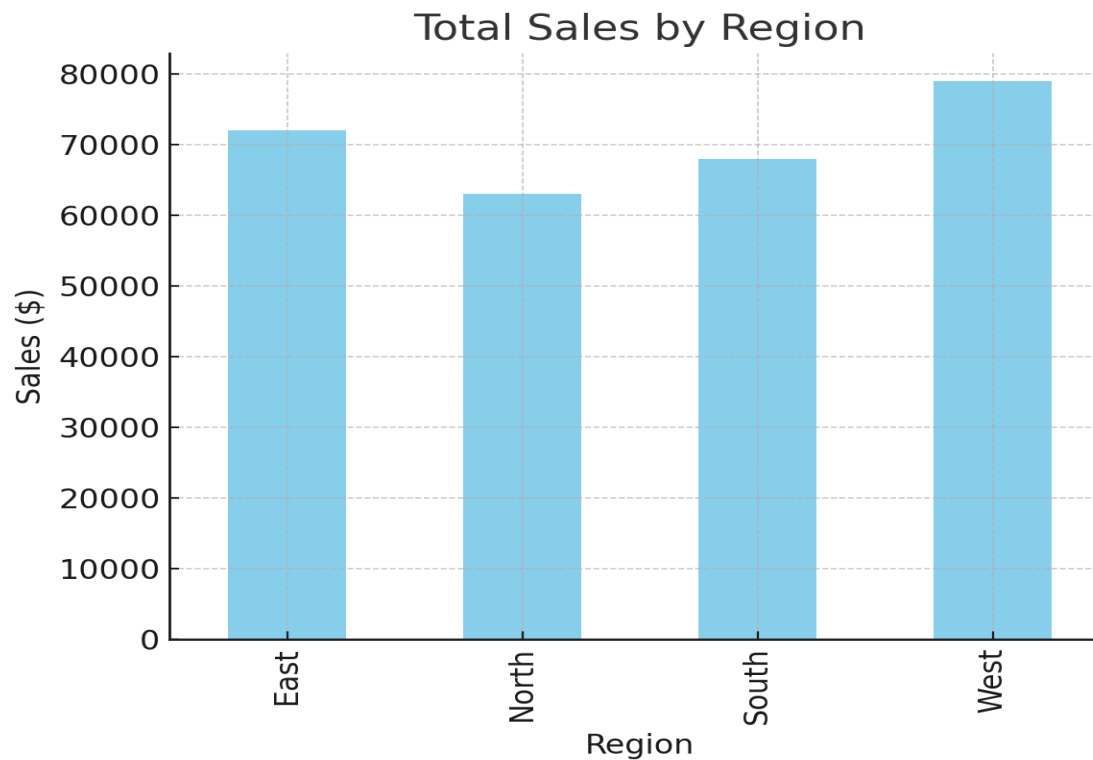
- Total Sales, Profit, Growth %
- Profit Margin, Top Products, Top Customers

DASHBOARD FEATURES

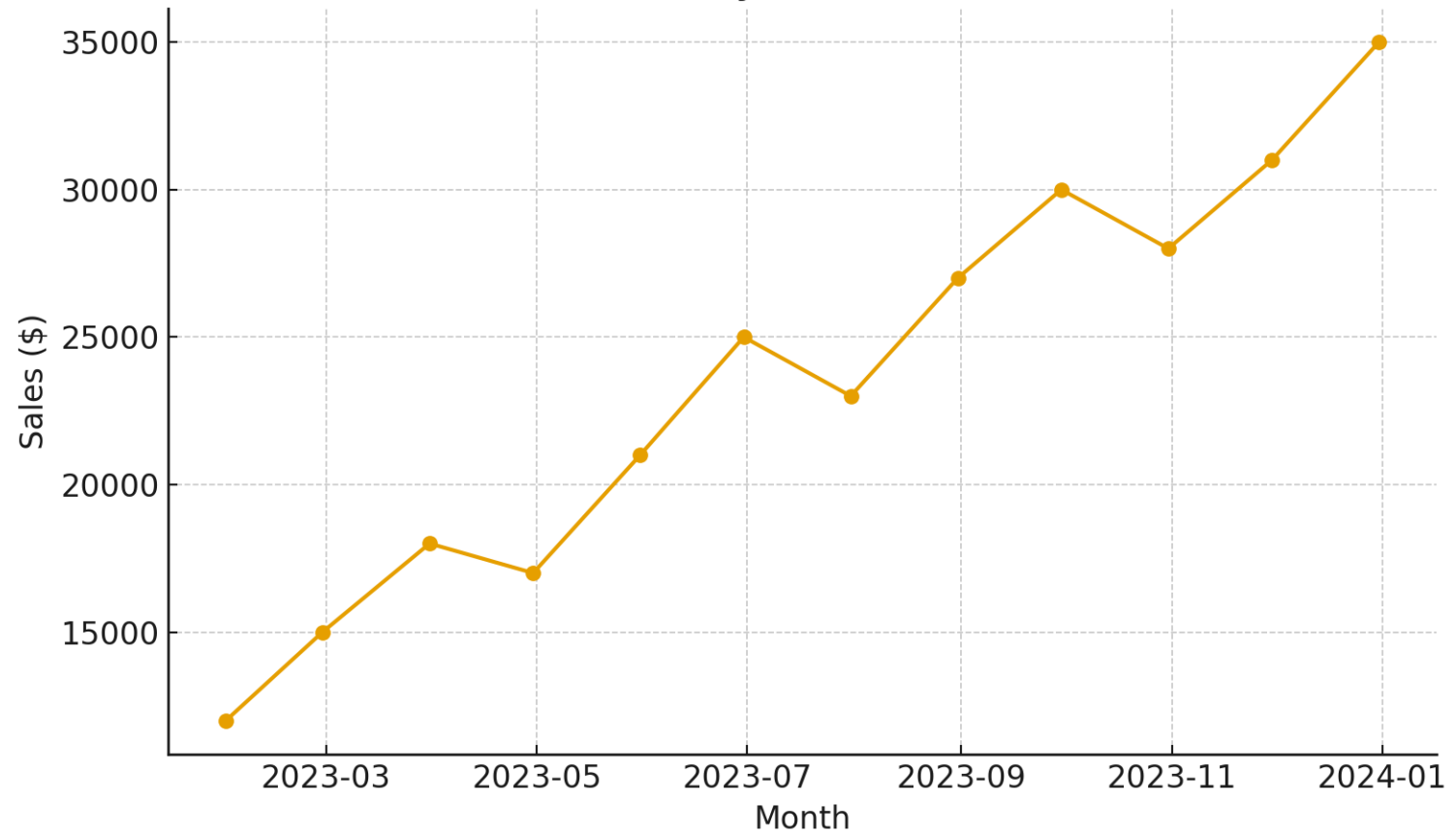
- Time-series analysis (monthly/quarterly trends)
- Slicers for interactivity (Region, Category, Time)
- KPI cards for summary metrics
- Consistent theme & layout

DASHBOARD PREVIEW

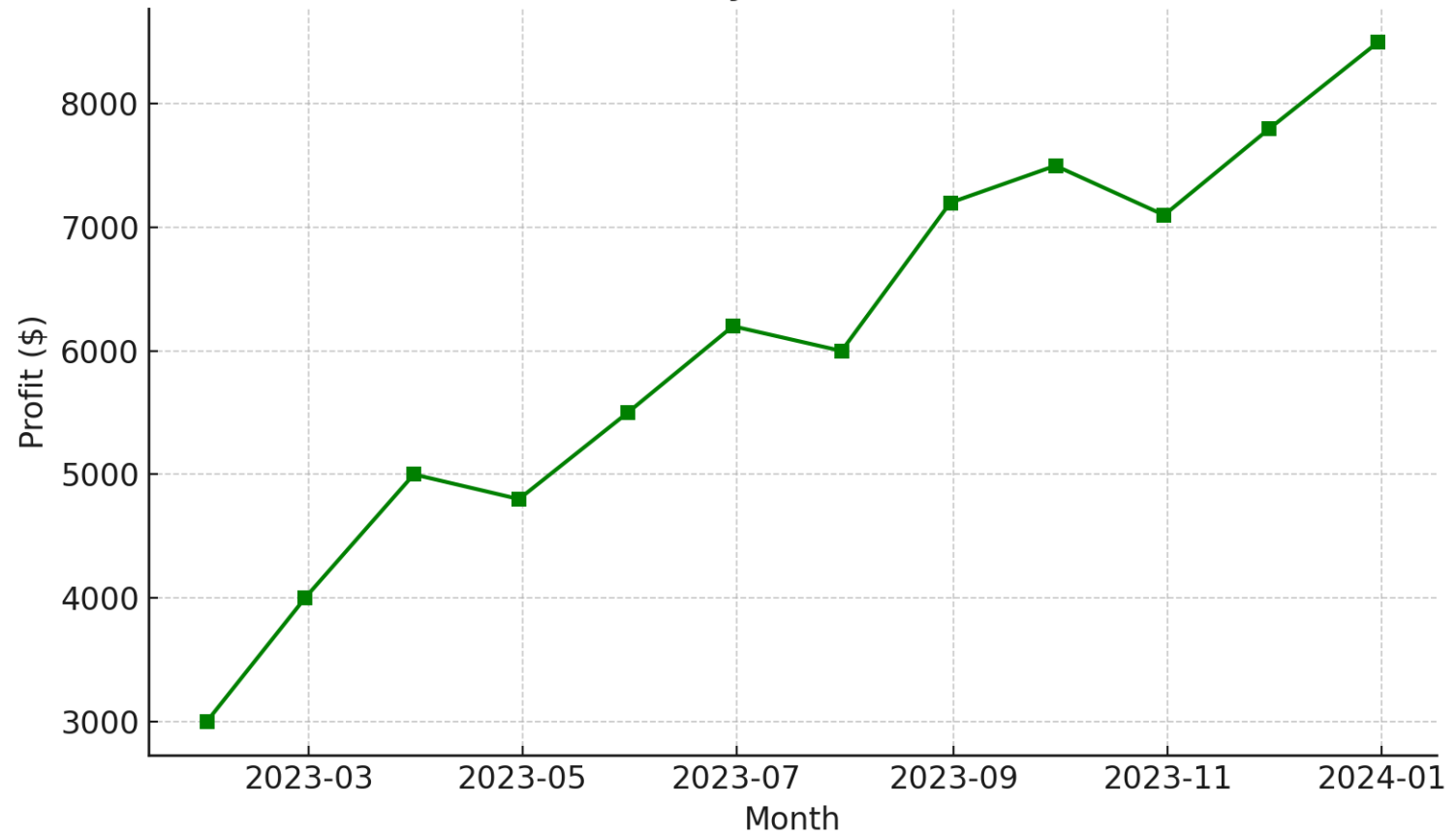
- Add screenshot from Power BI/Tableau once created



Monthly Sales Trend



Monthly Profit Trend



INSIGHTS EXAMPLE

- Region X contributes 40% of total sales
- Category Y has highest profit margin
- Sales growth slowed in Q3

TOOLS USED

- Power BI / Tableau
- Dataset from Kaggle

CONCLUSION

- Dashboard improves decision-making
- Interactive filters help business stakeholders
- Easy navigation & clear KPIs

Q&A / INTERVIEW PREP

- What is a KPI?
- How do you make a dashboard interactive?
- Difference between Power BI & Tableau?
- What chart types are best for trend analysis?