

The following is a documentation of the work and the challenges faced when creating a Power BI dashboard:

1. Introduction: The scope of the dashboard project was to analyse the sales performance of a retail business in multiple regions. The objective of the dashboard was to provide insights into the top-selling products, most profitable regions, and customer demographics.

2. Data Sources: The data sources used to create the dashboard included only sales data stored in csv file. I imported the data into Power BI and performed data cleaning to create a clean dataset.

3. Dashboard Design: The final dashboard design included visuals such as Total sales per month, distribution of product line (in term of total sales, profit and count), sales by region map, a bar chart showing the top-selling products, a pie chart showing customer demographics, and a scatter plot comparing sales and COGS by product category.

4. Interpretation: The dashboard revealed insights such as the top-selling products by region, the most profitable regions by product category, customer demographics, and the profitability of each product category.

Challenges and Solutions:

1. Data Quality Issues: The data had inconsistent formatting and only one table (sales table). To solve this, I used data profiling to detect data inconsistencies.

2. Usability Challenges: The dashboard was difficult for end-users to navigate and understand. To improve its usability, I redesigned the dashboard layout to include clear headings, labels, and descriptions of the visuals, and I added a user guide to help new users navigate the dashboard.