

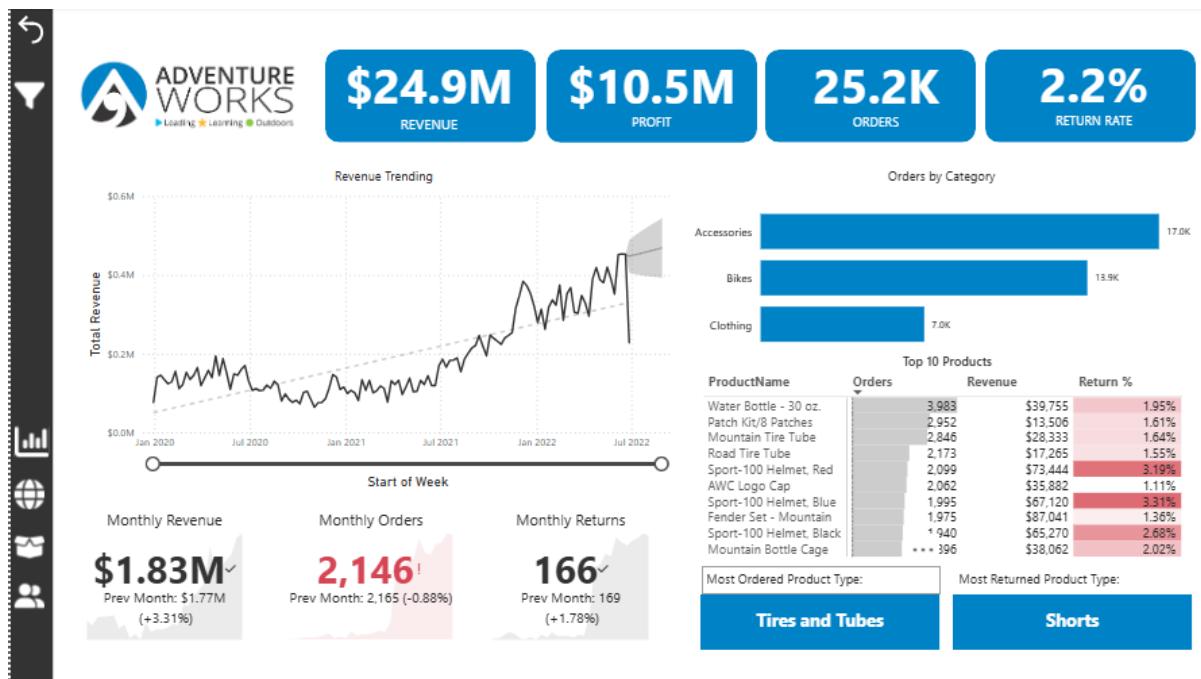
Adventure Works – Power BI – Report Story

Name: Talha Siddiqui

ID: 2504106

Contents:	Page Number
1. Exec Dashboard	3
2. Map	5
3. Product Detail	6
4. Customer Detail	7

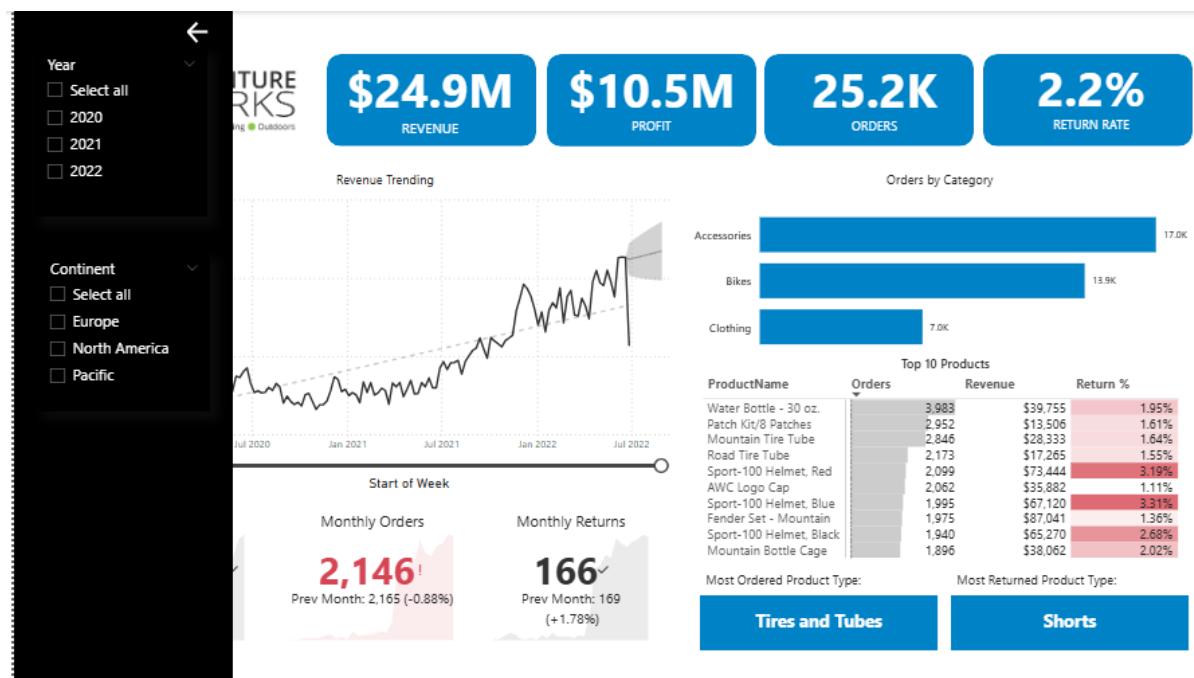
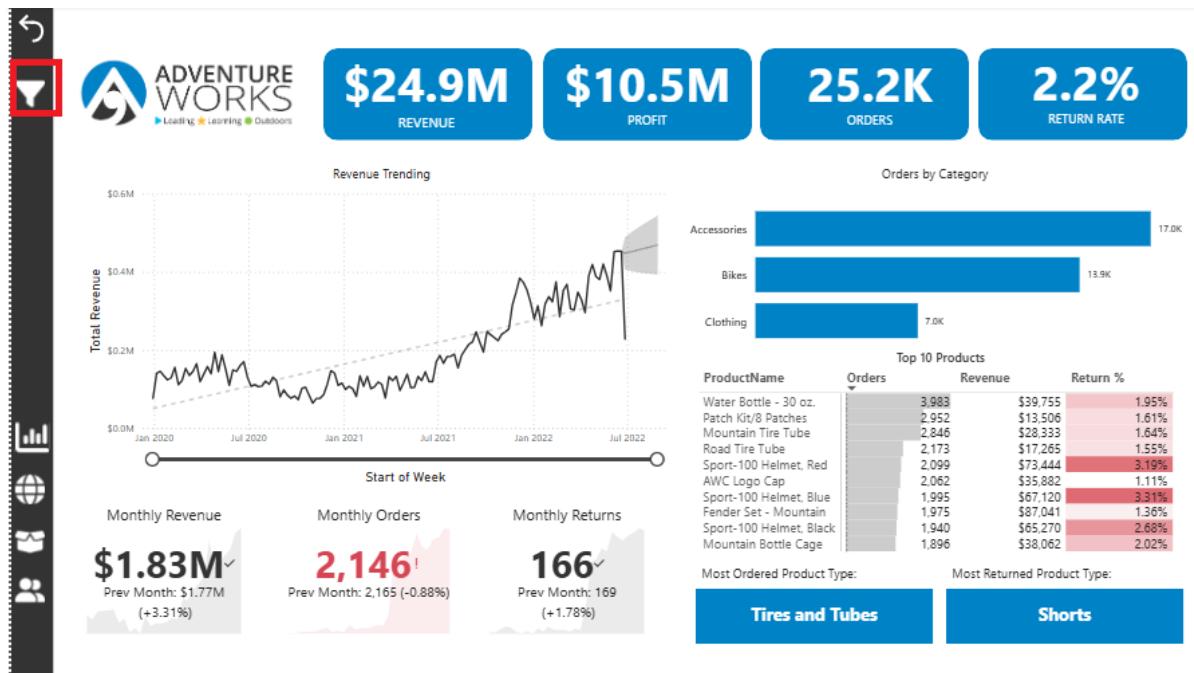
The Exec Dashboard:



I used the cards feature for the four KPI's at the top showing Revenue, Profit, Orders and Return Rate. Revenue is from the dax measure Total Revenue (SUMXREL), Profit is from the dax measure Total Profit, Orders is from the dax measure Total Orders and Return Rate is from the dax measure Return Rate.

I used a blue/black theme for the entire report that resembles the logo. I used a Line Chart to show 'Revenue Trending' over time. You can switch it to 'Start of Week', 'Start of Month' & 'Start of Year' using the drill up or drill down buttons on the top right of the chart figure. Let's say you have it set to 'Start of Week', you can select a particular week from the line chart and see more details on it in all the visuals in the exec dashboard. For example you can see the Revenue in that week. Similarly, you can see more details in all the visuals on the dashboard when you select a particular product category in the 'Orders by Category' bar chart. You can also select a product from the matrix of top 10 products and see more details in all the visuals in the dashboard.

You can see KPI cards being used at the bottom left of the page. They show monthly revenue, monthly orders and monthly returns. The figures are most recent compared with the previous month as target. Monthly Revenue is black which means it is higher than the previous month. Monthly Returns is also black which means it is lower than the previous month. Monthly Orders is red which means it is lower than the previous month. Monthly Revenue uses the dax measure Total Revenue (SUMXREL) and Previous Month Revenue. Monthly Orders uses the dax measures Total Orders and Previous Month Orders. Monthly Returns uses the dax measures Total Returns and Previous Month Returns.



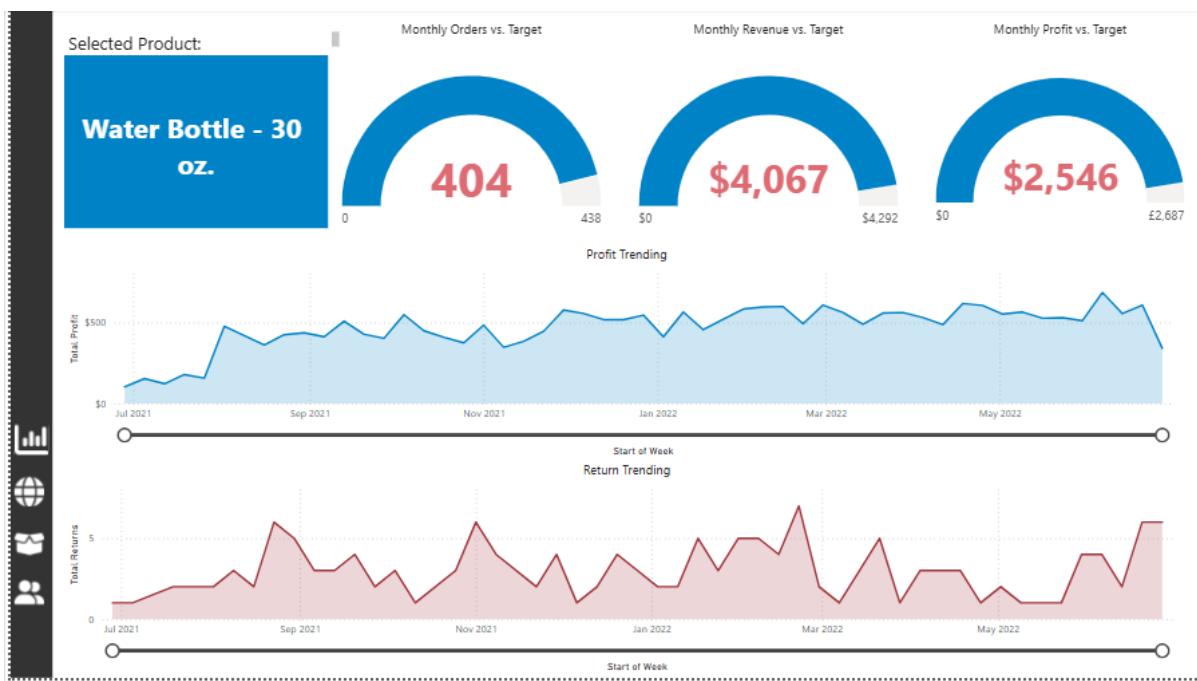
When you click the filter icon to the left of the exec dashboard a show/hide panel appears that allows users to filter the visuals on the exec dashboard based on year and continent. Upon selecting one or more of the filters in the panel, the data in the visuals updates respectively.

The Map:

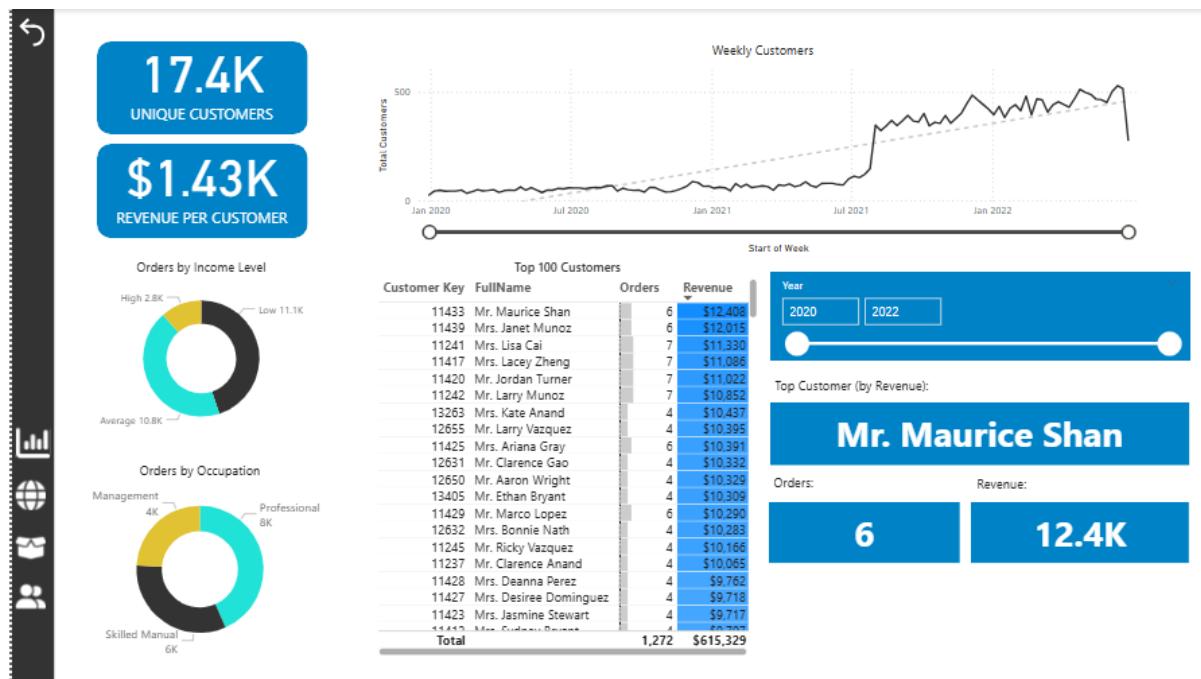


You can select one of the regions and see the sales in detail regionally.

The Product Detail:



This page depends on the product selected in the top 10 product list in the exec dashboard. You select a product, right click, select drill through, click product detail and it takes you this page to see more details on that particular product's performance. The Monthly Orders, Monthly Revenue and Monthly Profit on the gauges are compared to previous month's data as target for each. You can see the Profit and Returns trending for the product selected. You can use Drill up & down feature on each Area Chart to see figure based on Start of Month, Start of Week, Start of Year and date.

The Customer Detail:

This page shows customers using the dax measure Total Customers. It is unique as there are customers who have placed more than one order. It also shows the average revenue per customer using a dax measure named the same. Each are presented using the card feature.

The page has two donut charts to show ‘Orders by Income Level’ and ‘Orders by Occupation’. If you select one of the categories of ‘Orders by Income Level’, you can see the top 100 customers in the table, weekly customers on the line chart, the top customer, total orders and revenue generated from the top customer. You can see the same specific details when you select one of the categories in Orders by Occupation. You can use the ‘Year’ slider to see top 100 customers, top customer, orders, revenue and weekly customers on a line chart in a particular year or year range. The year slider is using a slicer feature. The top customer, orders by that customer and revenue by that customer are using cards feature. The top 100 customers is using the table feature. If you select a customer from this table, you can see revenue per customer and total orders.