

DAX DEPO PR.3

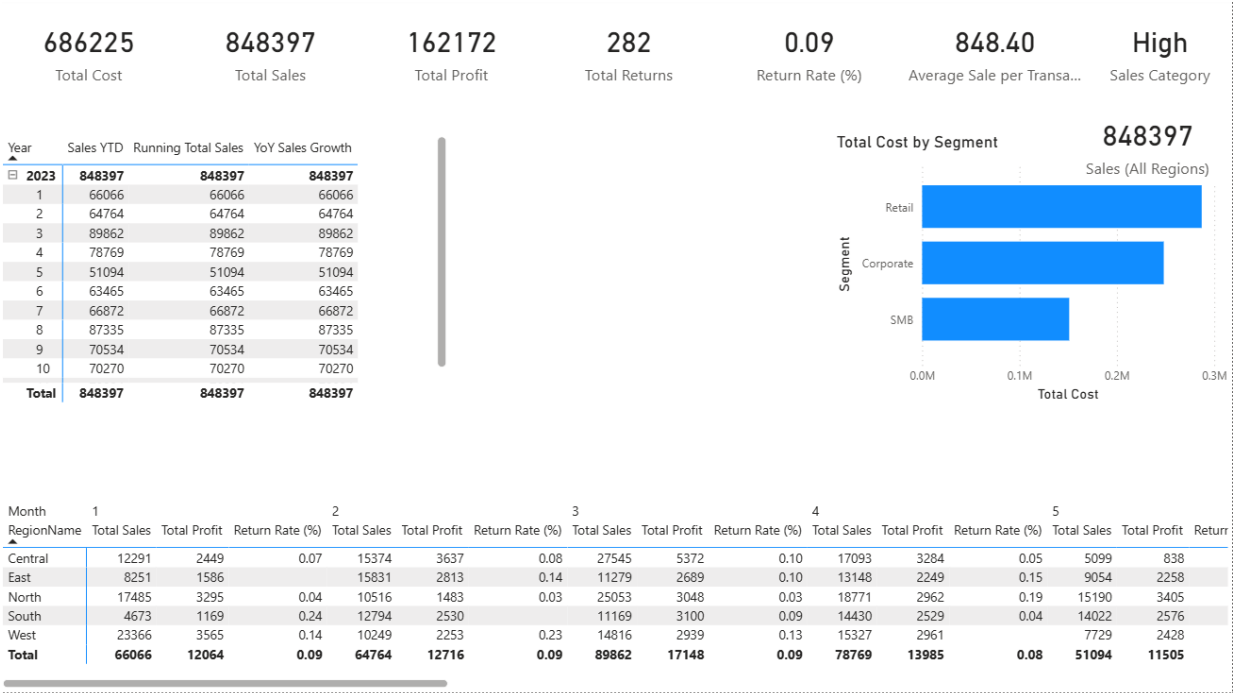
This project is an **end-to-end Power BI Sales Analytics dashboard** built using a **proper star schema data model** with separate Sales and Returns fact tables connected to Date, Product, Customer, and Region dimensions.

The dashboard presents **key business KPIs** such as **Total Sales (848K)**, **Total Cost (686K)**, **Total Profit (162K)**, **Total Returns**, **Return Rate (9%)**, and **Average Sale per Transaction**, giving management an instant view of overall performance.

Using **time intelligence measures** like **YTD sales**, **running totals**, and **monthly trends**, the report shows consistent growth across the year and helps identify seasonal patterns.

Regional and customer segment analysis highlights that **Retail customers contribute the highest sales volume**, while certain regions show **higher return rates**, indicating areas for operational improvement.

This project demonstrates strong skills in **data modeling**, **DAX calculations**, **KPI design**, and **business storytelling**, turning raw transactional data into **actionable insights for decision-making**.



Month

1

2

3

4

5

RegionName	Total Sales	Total Profit	Return Rate (%)	Total Sales	Total Profit	Return Rate (%)	Total Sales	Total Profit	Return Rate (%)	Total Sales	Total Profit	Return Rate (%)	Total Sales	Total Profit	Return Rate (%)
Central	12291	2449	0.07	15374	3637	0.08	27545	5372	0.10	17093	3284	0.05	5099	838	
East	8251	1586		15831	2813	0.14	11279	2689	0.10	13148	2249	0.15	9054	2258	
North	17485	3295	0.04	10516	1483	0.03	25053	3048	0.03	18771	2962	0.19	15190	3405	
South	4673	1169	0.24	12794	2530		11169	3100	0.09	14430	2529	0.04	14022	2576	
West	23366	3565	0.14	10249	2253	0.23	14816	2939	0.13	15327	2961		7729	2428	
Total	66066	12064	0.09	64764	12716	0.09	89862	17148	0.09	78769	13985	0.08	51094	11505	

