

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**.



