



Business Insight 360 with PowerBI

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Overview

Business Insight 360 is a project that utilizes Power BI to provide comprehensive business insights and analytics. This project designed to help users analyze their data in a user-friendly and interactive manner.

Goals

1. This project is expected to improve transparency and enable data driven decision making across the market.
2. Deliver a quantitative understanding of the data and ultimately to increase the profit.

Milestones

I. Data Integration

The project begins with integrating data from various sources such as databases, spreadsheet.

II. Data Transformation and Modeling

Data transformation tasks like cleaning, shaping, and modeling the data. Power Query, a built-in ETL (Extract, Transform, Load) tool in Power BI. Created snowflake style data schema.

III. Data Exploration and Analysis

I explored data using filters, slicers, and drill-through capabilities of POWER BI.

And then interacting with visualizations to gain insights, identify trends, and analyze patterns. I have Used DAX (Data Analysis Expressions) functions calculated measures, and time intelligence functions to perform complex calculations and aggregations.

IV. Data Refresh and Scheduled Updates

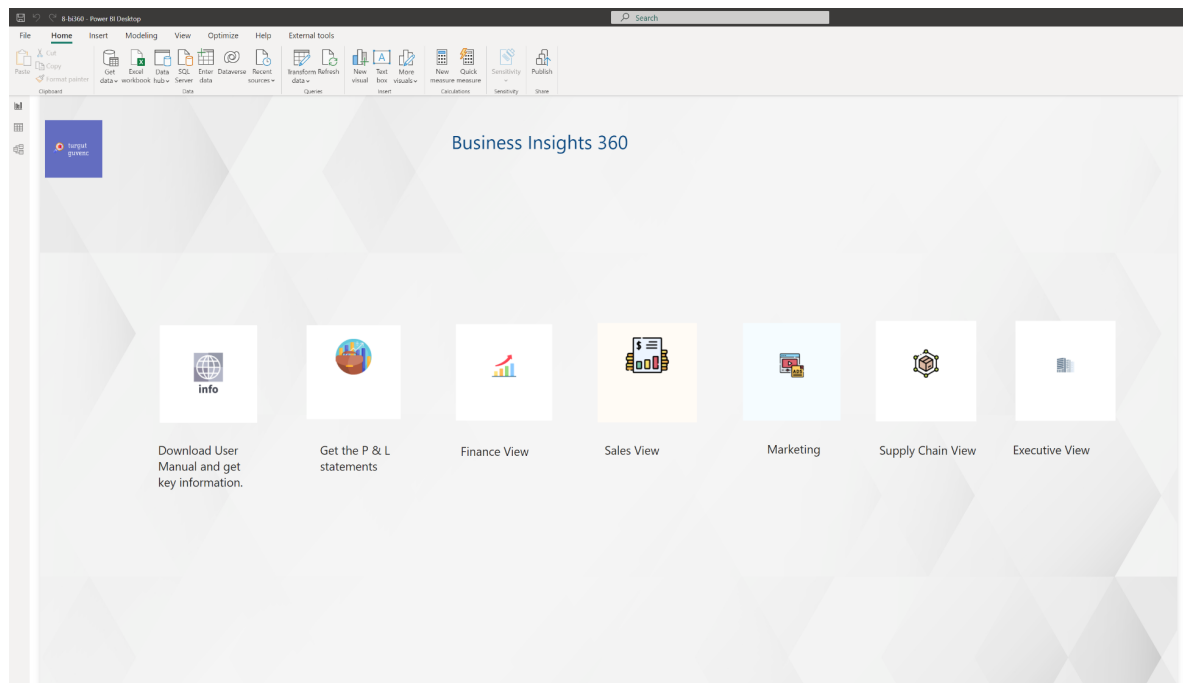
I set up data refresh schedules to keep the reports and dashboards up to date

V. Dashboards and Reports

Created interactive dashboards and reports. Dashboards provide an overview of key metrics and performance indicators, presenting a consolidated view of the data.

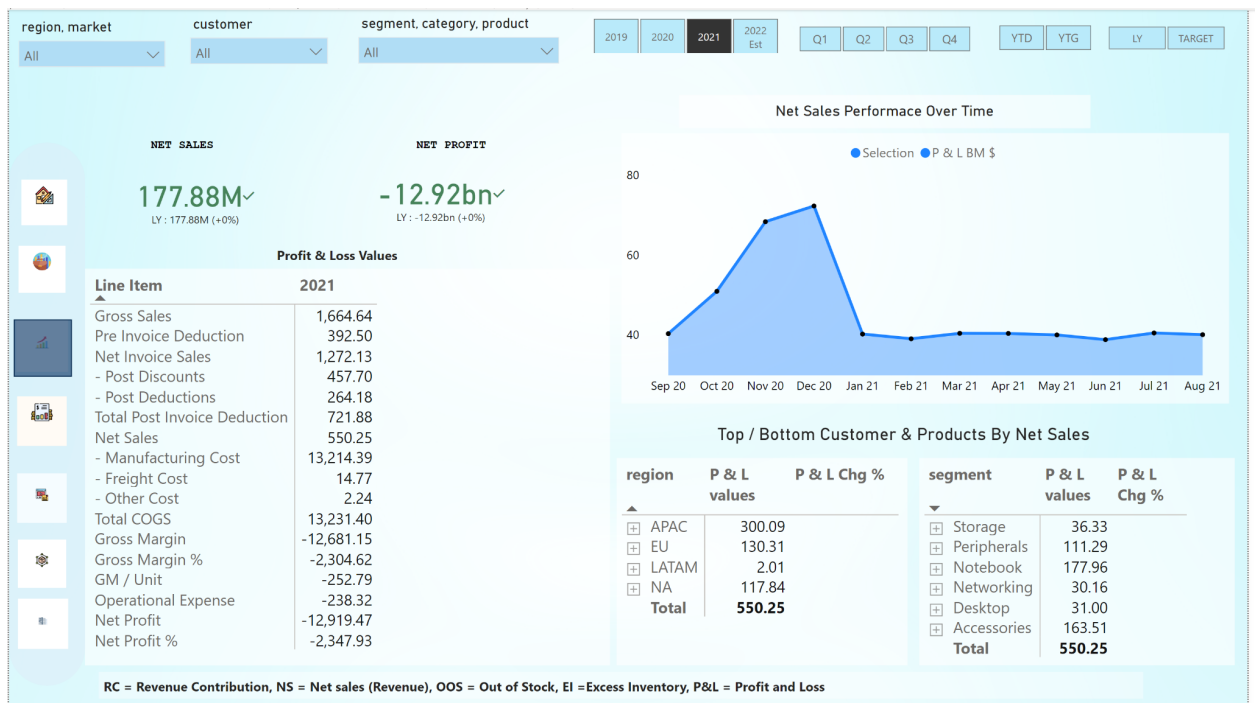
INSIGHT OF THE PROJECT

1. The homepage features interactive buttons that allow users to navigate to the desired dashboards based on their preferences.



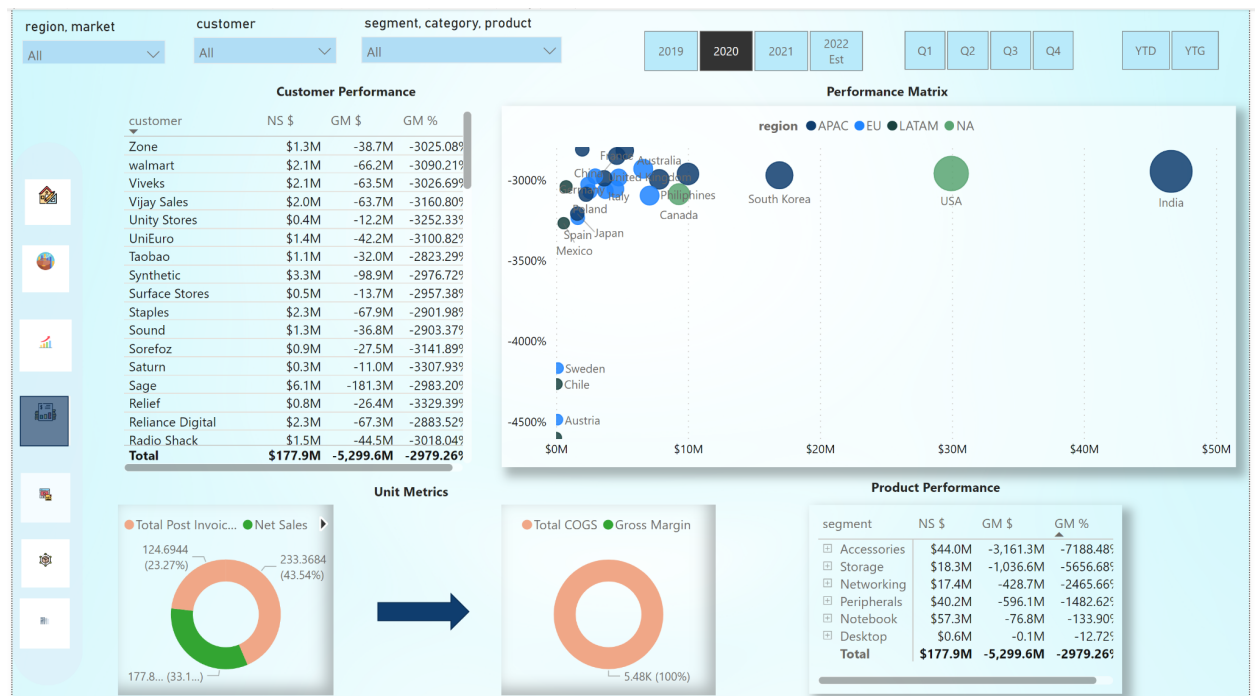
2. Finance View

Contains P & L values, Net Profit Performance Overtime. You can interactively compare fiscal years, quarters in that fiscal years, and last year and target comparison.

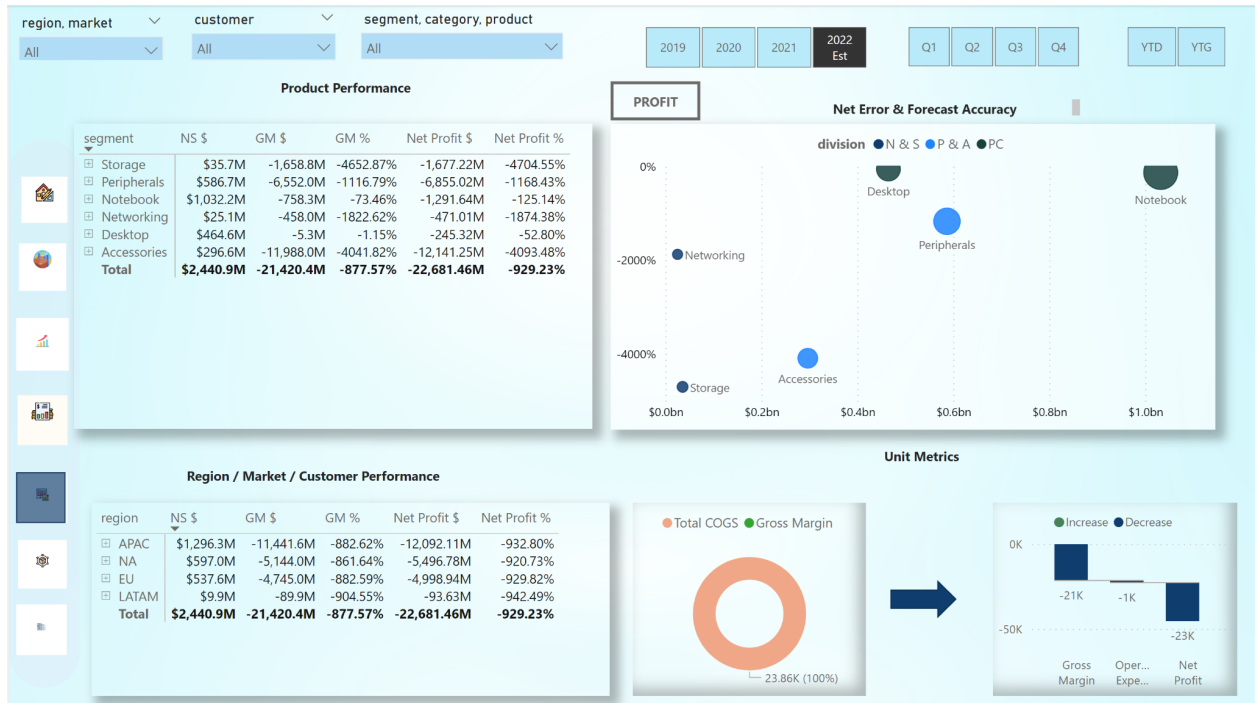


3. Sales View

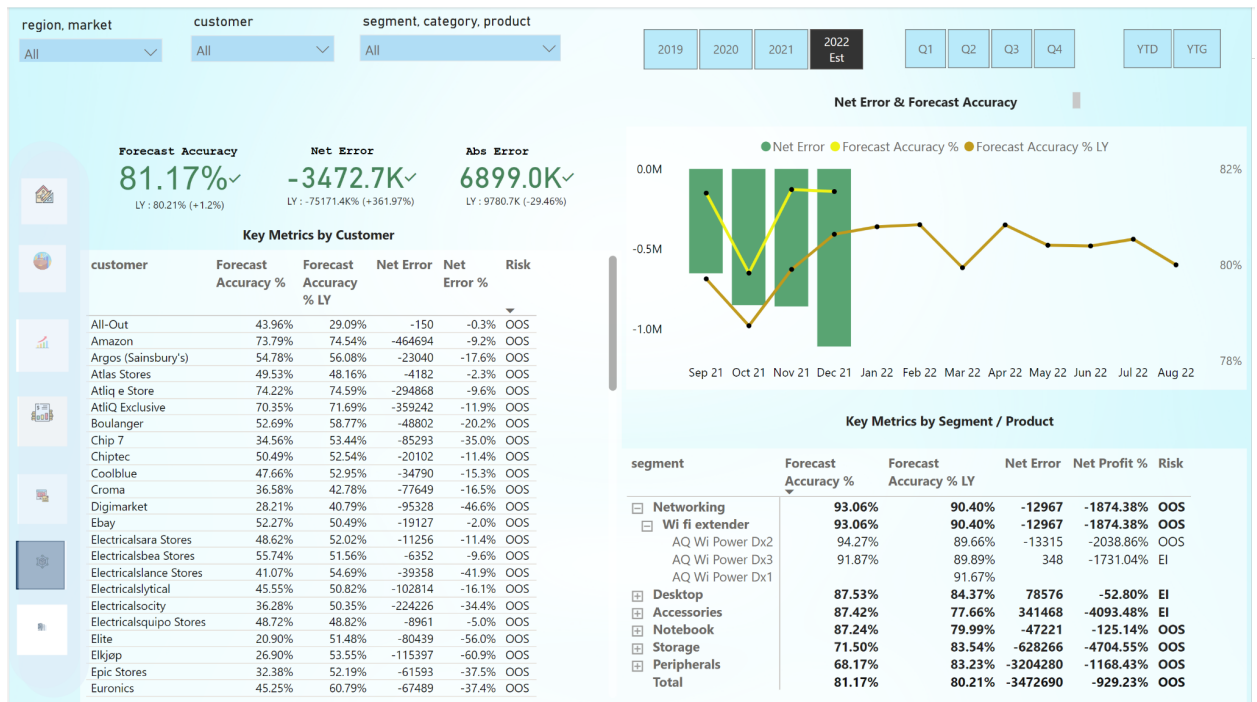
Contains P & L values, Net Sales Performance Overtime. You can interactively compare fiscal years, quarters in that fiscal year. Comparison of net sales, gross margin by product, customer and segment base.



4. Marketing View



5. Supply Chain View



6. Executive View

