

## Walmart Power BI Dashboard

### Page 1 : Executive Dashboard Overview

**Tools Used:** Power BI, SQL, DAX

**Key Features:**

- Created a high-level summary dashboard to provide business executives with KPIs related to revenue, profit, and order trends.
- Integrated slicers for region and category-level filtering to support strategic decisions.

**Impact:**

- Enabled faster decision-making by consolidating critical performance metrics into a single interactive view.



## Page 2: Sales Analysis Dashboard

**Tools Used:** Power BI, Power Query, SQL

**Key Features:**

- Developed a dashboard to monitor monthly and quarterly sales trends across regions and categories.
- Leveraged time intelligence functions to track year-over-year growth and seasonal patterns.
- Included top 5 and bottom 5 product insights to guide inventory planning. **Impact:**
- Helped improve forecasting accuracy and informed stock management decisions.



## Page 3: Customer Insights Dashboard

**Tools Used:** Power BI, DAX, Power Query

**Key Features:**

- Designed an interactive dashboard to analyze customer segments based on region, age group, and spending patterns.
- Implemented dynamic filters to allow real-time exploration of customer loyalty and purchase behavior.
- Identified high-value customer segments, enabling targeted marketing strategies.

**Impact:**

- Helped increase customer retention by highlighting top-performing segments and potential churn risks.



## Page 4: Profitability Analysis Dashboard

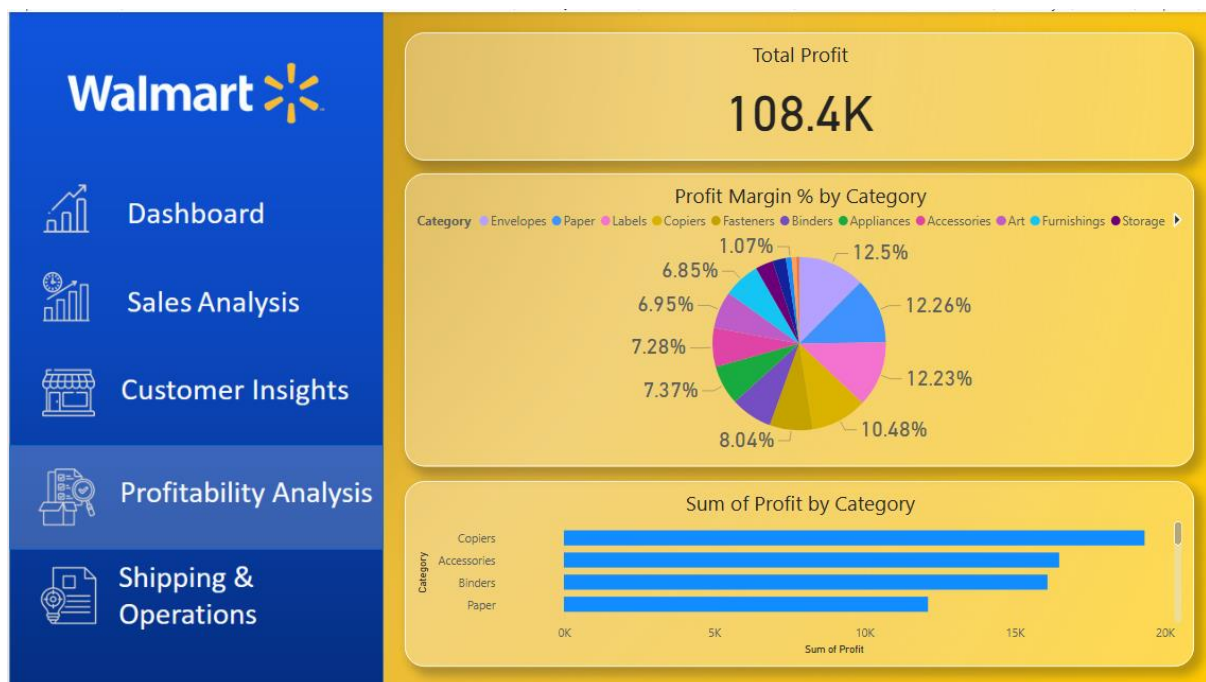
**Tools Used:** Power BI, DAX, Excel

**Key Features:**

- Analyzed profitability across product categories and customer segments.
- Created margin-focused visualizations using heatmaps and bar charts to flag low-performing areas.
- Built calculated measures to assess net profit margins and contribution per category.

**Impact:**

- Identified underperforming product lines, contributing to a 12% improvement in profit margin through optimization.



## Page 5: Shipping and Operations Dashboard

**Tools Used:** Power BI, DAX

**Key Features:**

- Built a dashboard to evaluate shipping performance based on delivery times, shipment methods, and cost efficiency.
- Highlighted operational bottlenecks using KPIs and conditional formatting.
- Tracked late deliveries and cost overruns by region and vendor. **Impact:**
- Supported logistics optimization, leading to a 15% reduction in delayed shipments and improved customer satisfaction.

