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📊 Interactive Revenue Intelligence Dashboard (Fun with Fictional Stats)

✅ Project Summary

Built in Power BI as a personal side project, this dashboard explores revenue performance across four countries — **China, France, Germany, and India** — with the ability to toggle between **Store Type**, **Product Category**, and **Customer Income Group**.

What makes it fun?
👉 **All the data is entirely made up.** So the insights are as entertaining as they are "informative."
Yes — Germany *really* did beat everyone with supermarket revenue. Why? Because I said so. 😄

🔄 Key Features

- **Dynamic parameter control** to switch views by store type, income, or product.

- A **metric toggle** to view either:

  - Total Revenue

  - Or the fancier-sounding **Year-over-Year Growth Rate**

- Sleek visual layout with horizontal bar charts for easy cross-country comparisons.

- Built using Power BI's **DAX, slicers, and clean UX design** principles.

🤯 Fun "Insights" That Aren't Real

- Germany's supermarkets dominate, apparently selling more than France and China combined.

- France's high-income customers love their gourmet supermarkets — we think.

- A -30.18% YoY decline sounds alarming, but don't worry — the economy of this imaginary world is *resilient.*

🌱 What I Learned (Besides How to Make Up Stats)

- Built parameter-based visuals to switch dimensions on the fly.

- Practiced advanced DAX measures and interactive UX in Power BI.

- Learned that **designing a dashboard is as much about storytelling as it is about data.**

- Had fun using *fake numbers* to create a dashboard that *feels real*.