



AdventureWorksDW

Enterprise Analytics Dashboard

Multi-dimensional Insights into Sales, Customers, Products, Profitability and Employees Performance

This Power BI dashboard provides a comprehensive view of AdventureWorksDW's business data. It covers key areas including sales performance, product analysis, customer insights, profitability and Employees performance. Each page is designed with interactive visuals and slicers to enable dynamic exploration. The dashboard highlights KPIs, trends, and comparisons across multiple dimensions. Advanced features such as drill-through, tooltips, and DAX measures are applied throughout. Data is sourced from a SQL Server database and modeled using dimensional best practices. This project demonstrates end-to-end business intelligence skills using real-world data.

Hossein Pouralireza - August 2025

Pages:

Overview

Sales Insights

Product Performance

Customer Analysis

Profitability Analysis

Employee Performance



Overview

Year

All

Month

All

Product Category

All

Country

All



\$29.36M

Total Sales



27.66K

Total Orders



\$12.08M

Gross Profit



41.1%

Profit Margin %



18K

Total Customers



\$1.06K

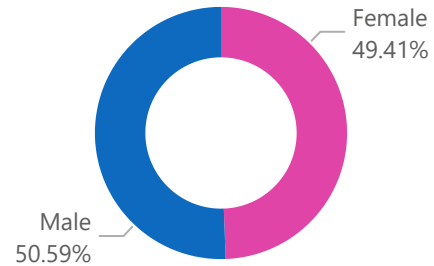
Avg. SalesPerOrder



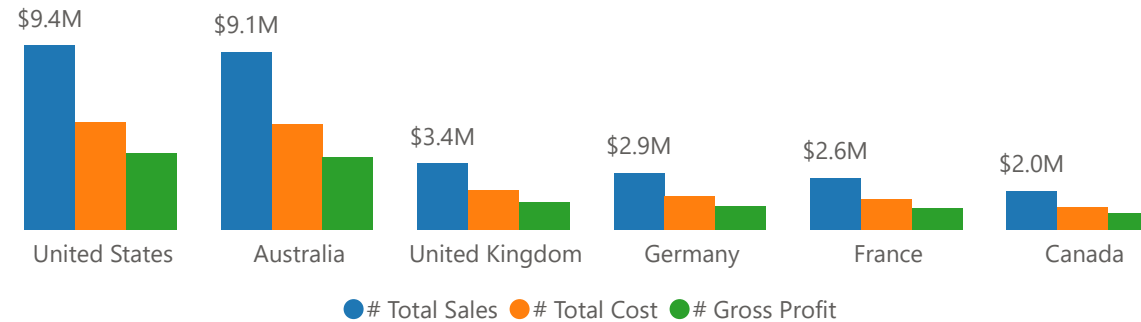
60.40K

Total Quantity Sold

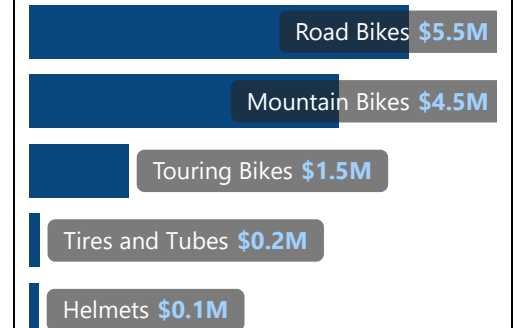
Customer Gender Share



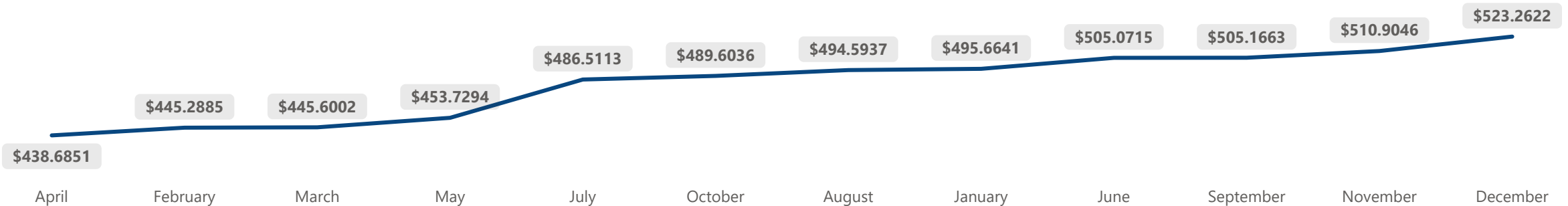
Financial breakdown (Sales, Cost, and Profit) by Country



Top 5 Most Profitable Products



Monthly Average Sales Trend





Sales Insights

Year

All

Month

All

Product Category

All

Country

All

\$29.36M

Total Sales

2.18%

YoY Growth

\$2.45M

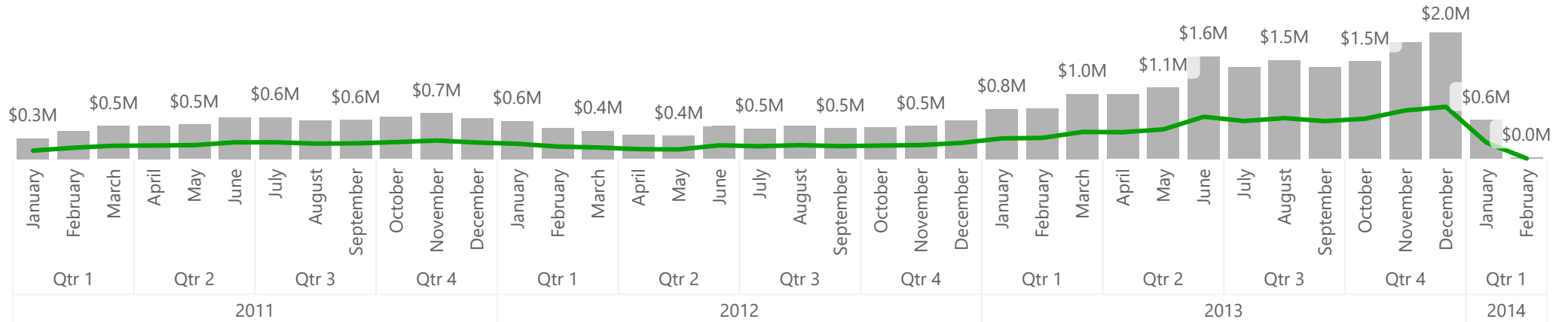
Avg. Monthly Sales

\$1.06K

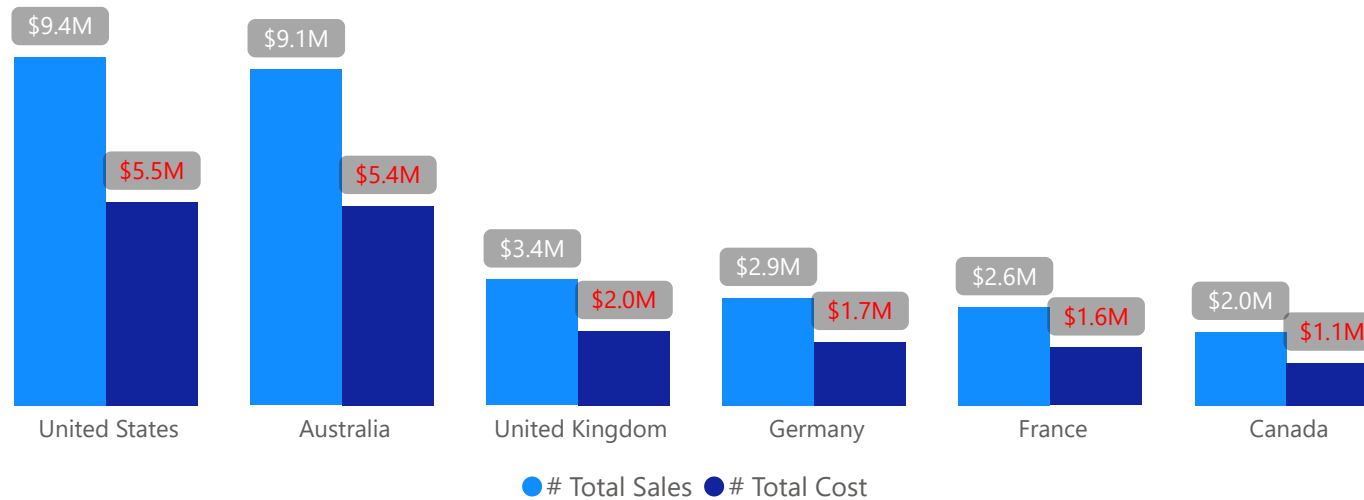
Avg. Sales/Order

Sales Trend and Gross Profit Over Time

● # Avg Monthly Sales — # Gross Profit



Sales vs. Cost by Country

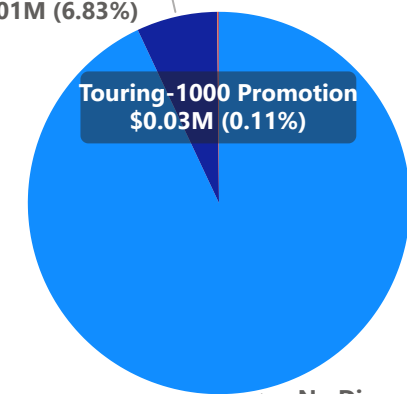


Sales Share by Discount Type

Volume Discount 11 to 14
\$2.01M (6.83%)

Touring-1000 Promotion
\$0.03M (0.11%)

No Discount
\$27.31M (93.01%)





Product Performance

Year

All

Product Category

All

Product SubCategory

All

Country

All

158

Products

37

Categories

27.66K

Orders

2.18

Avg. Products/Order

60.40K

Units Sold

382.27

Avg. Units/Product

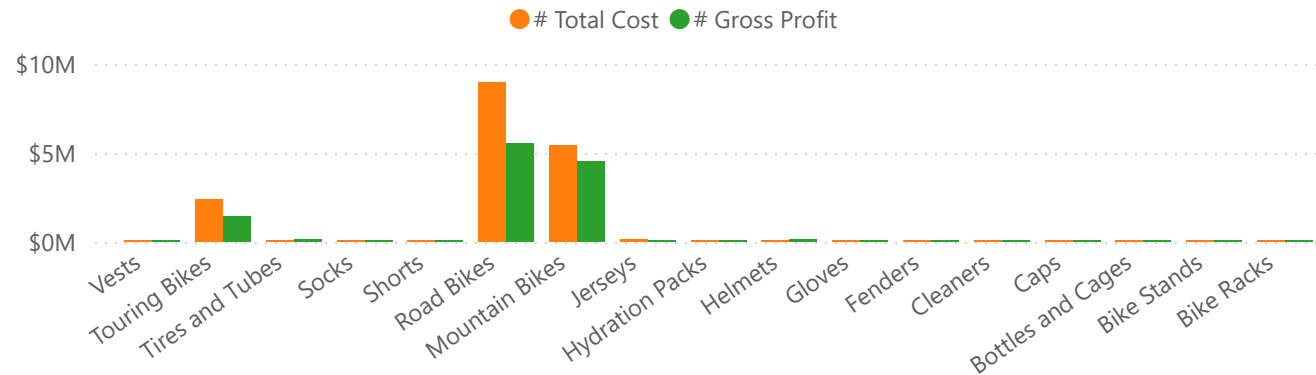
15.10K

Avg. Units/Category

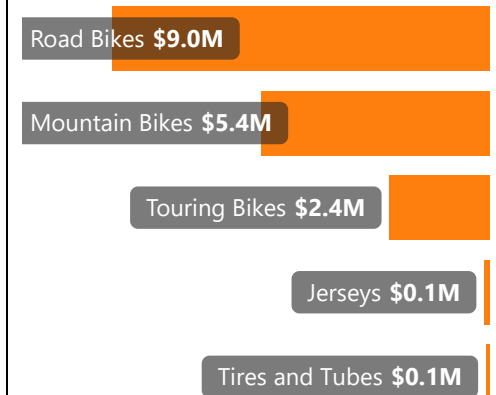
Top 10 Most Ordered Products



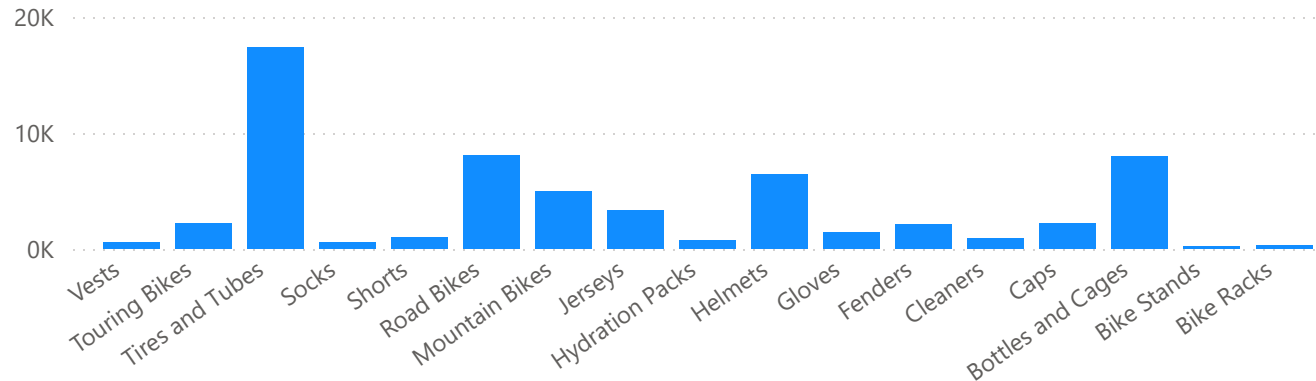
Cost vs. Profit per Product



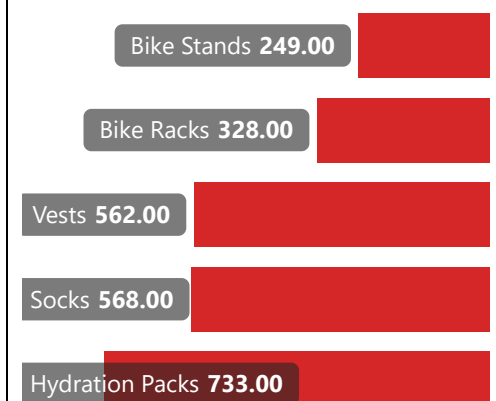
Top 5 High Cost Products



Delayed Shipments per Product



Bottom 5 Least Ordered Products





Customer Analysis

Year

2013

Month

All

Customer Gender

All

Country

All

18484

Customers

12237

New Customers

\$868.03

Avg. Revenue/Customer

1.12

Avg Orders per Customer

Customer Distribution by Country

United States

7819

Australia

3591

United Kingdom

1913

France

1810

Germany

1780

Canada

1571

Customer Lifetime Value - Average Revenue per Customer by Age Group & Gender

Female Male

\$1.0K

\$1.1K

50-60

\$1.0K

\$1.0K

60-70

\$0.9K

\$1.0K

40-50

\$0.8K

\$0.8K

70-80

\$0.7K

\$0.7K

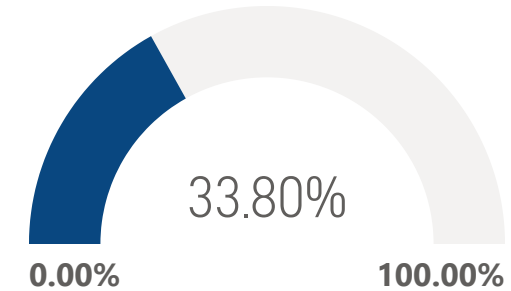
30-40

\$0.5K

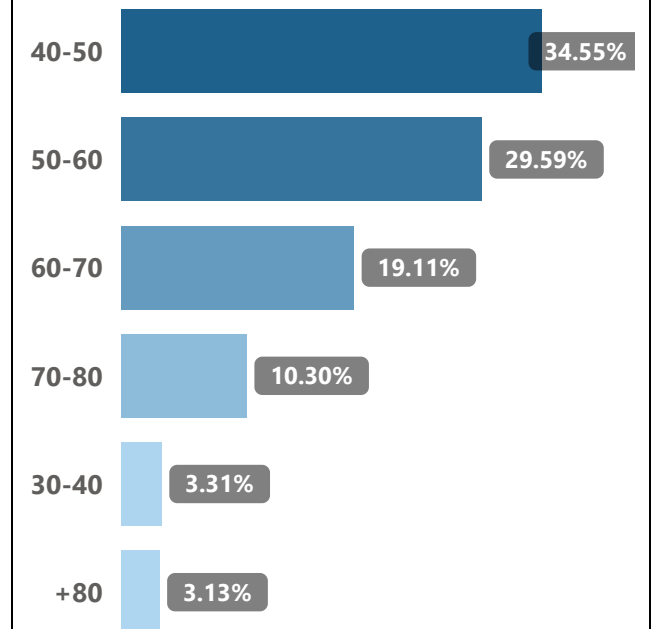
\$0.5K

+80

Customer Returning Share



Customer Age Group Share





Profitability Analysis

Year

All

Month

All

Product Category

All

Country

All

\$29.36M

Total Sales

\$12.08M

Total Profit

41.1%

Profit Margin (%)

\$76.46K

Avg. Profit

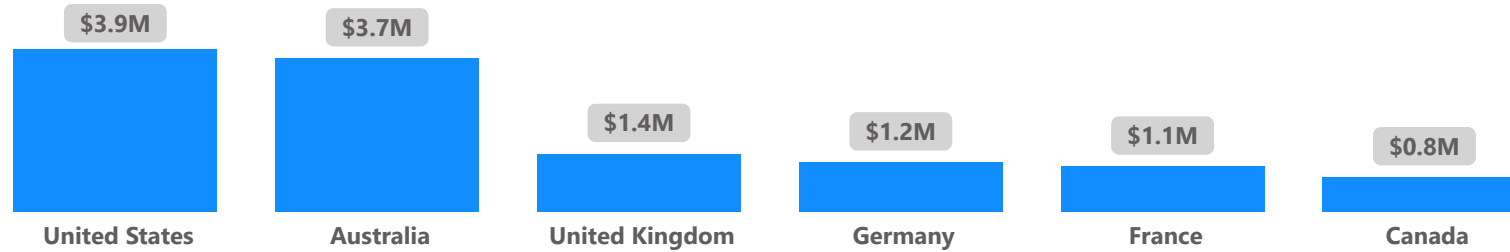
\$436.78

Avg. Profit/Order

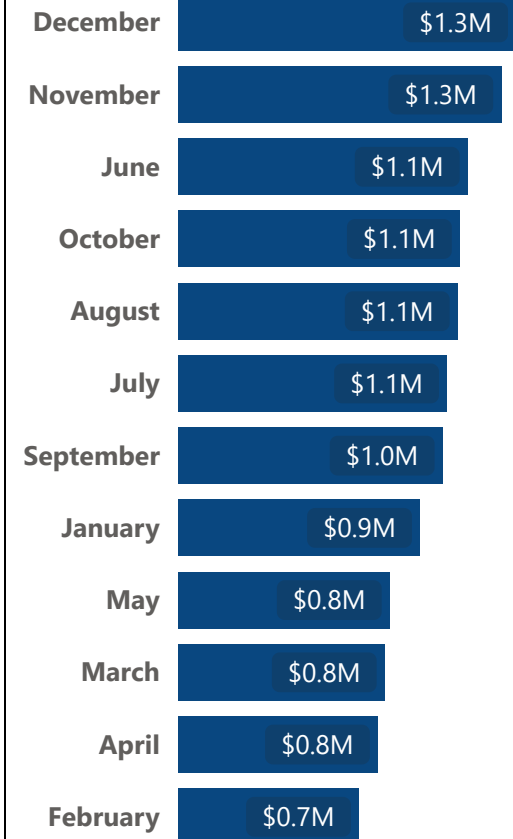
\$40.81K

Profit/Employee

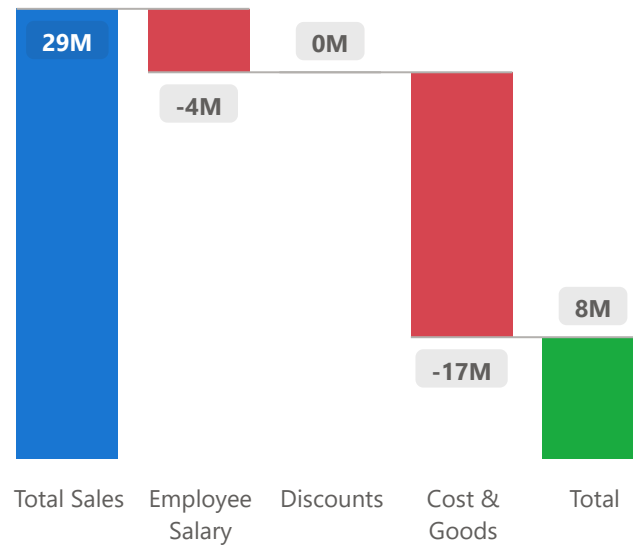
Avg. Revenue by Country



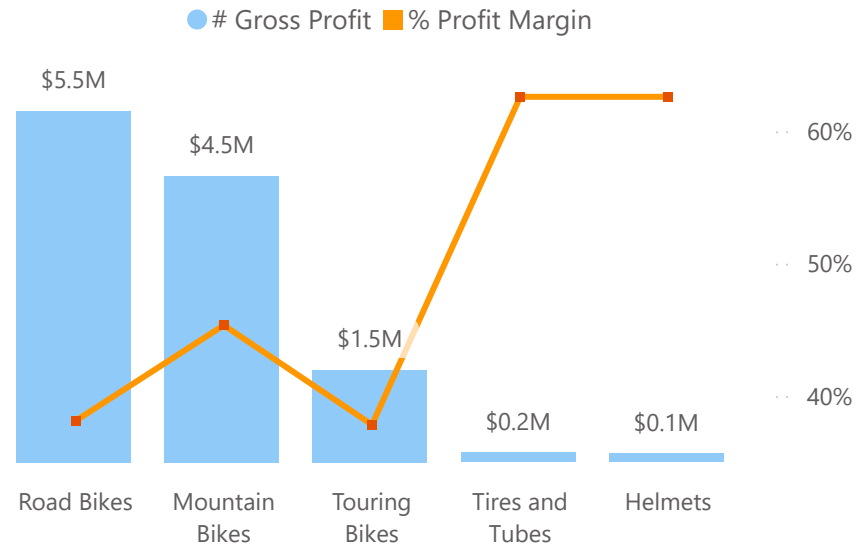
Monthly Avg. Revenue



Profit Breakdown – Sales to Net Profit



Top 5 Profit Margin vs. Profit Value by Category





Employee Performance

Department

All

Employee Gender

All

Department

All

Marital Status

All



296

Active Employees Count



48

Avg. Employee Age



35

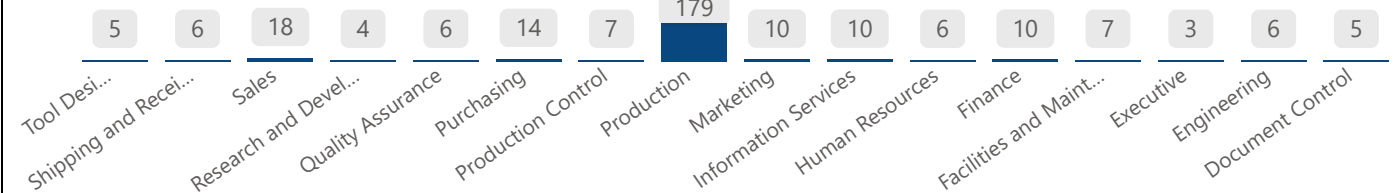
Youngest Employee Age



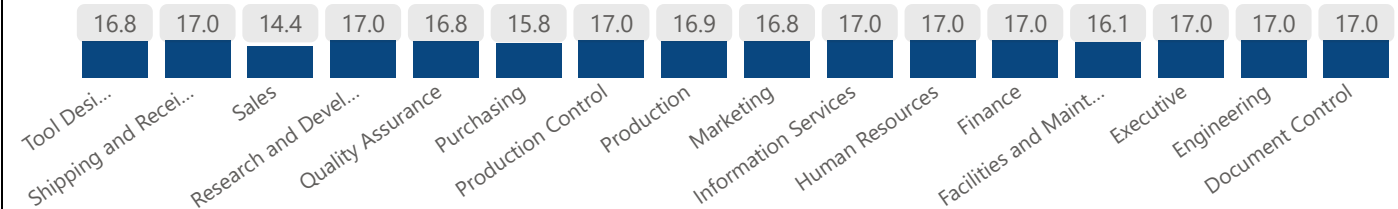
86

Oldest Employee Age

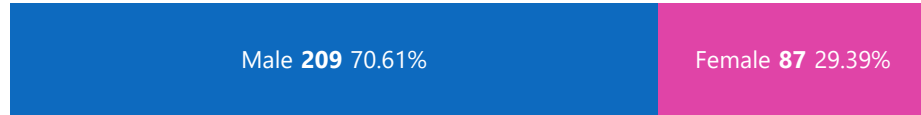
Employee Count per Department



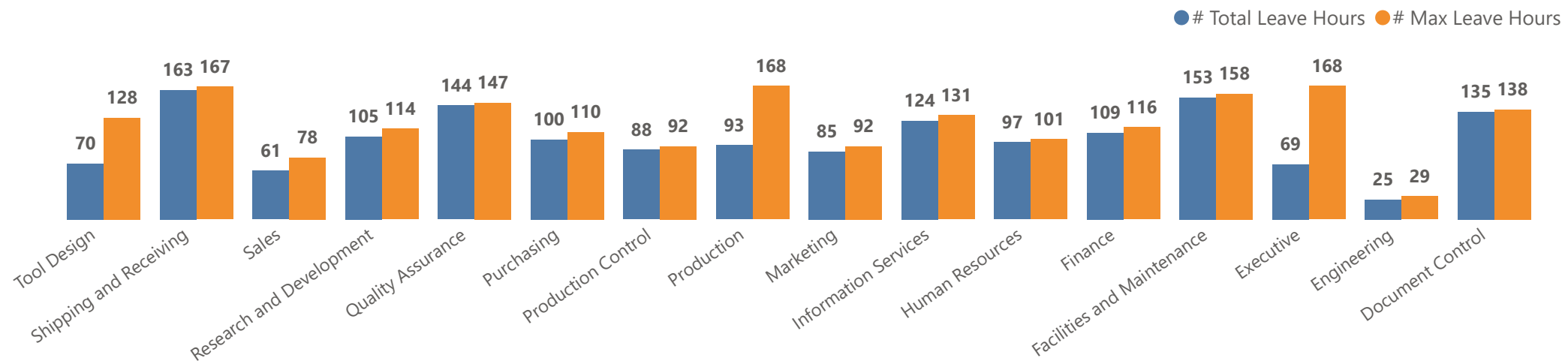
Employee Experience Levels by Department



Employee Gender Distribution



Departmental Leave Patterns (Avg & Max)



4.6%

Absenteeism Rate

2.2%

Sick Leave Rate

2.4%

Vacation Leave Rate