

AdventureWorks — Executive Sales & Revenue (Power BI)

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Platform: Power BI | Category: Executive Dashboard / Sales Analytics

Summary

An executive Power BI dashboard designed to consolidate sales, profit, order, and return metrics into a single source of truth. Built on the AdventureWorks dataset, this report enables leadership to drill down by product, category, and time, revealing revenue trends, performance drivers, and anomalies in real time.

Problem

Executives relied on scattered Excel files and manual reports to track sales and profitability, leading to inconsistent KPIs, duplicated metrics, and delayed decision cycles. There was no unified view that combined sales performance, profitability, and return behavior under a single analytical framework.

Data and Sourcing

- Dataset: AdventureWorks sample dataset (Sales, Product, Category, Territory, Returns).
- Model: Star schema with FactSales + Dimension tables (Product, Category, Date, Territory, Returns).
- Refresh: Scheduled in Power BI Service for predictable data availability.

Approach

- Power Query used for data typing, cleanup, and conforming dimensions.
- DAX measures built for revenue, profit, orders, return rate, and YoY / rolling trends.
- Bookmarks, drillthroughs, and slicers implemented for interactive executive analysis.
- Published to Power BI Service and embedded for secure browser-based access.

Results and Impact

- Executives view revenue, profit, orders, and return rate in one centralized dashboard.
- Unified metric definitions reduced ad-hoc BI requests and improved data consistency.
- Interactive drilldowns by category and product accelerate performance reviews.
- Power BI's scheduled refresh ensures up-to-date analytics without manual intervention.

Technology Stack

Power BI, DAX, Power Query (M), Power BI Service, WordPress, JSON-LD.

Interactive Preview

[View Live Dashboard](#)

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