

Revenue Intelligence Dashboard

Executive visibility into sales, margin, churn, and growth performance.

YoY Growth	Churn & LTV	Margin Bridge	Top Movers
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Problem

Revenue teams lacked a unified, trusted view of sales and profitability across systems. Conflicting definitions and ad-hoc reports slowed decision-making, created data disputes, and obscured channel performance.

Approach

- Established a governed metric layer unifying ERP, CRM, and eCommerce data.
- Developed Power BI measures for sales, margin, CAC payback, and retention.
- Implemented cohort and attribution models for churn, LTV, and campaign ROI.
- Automated refreshes via Power BI Service / dbt with version control.

Results

- ✓ **Faster insight cycles:** standardized definitions reduce reconciliation time.
- ✓ **Clear CAC & Payback:** attribution models align Marketing and Finance views.
- ✓ **Early trend detection:** anomaly and YoY patterns surfaced via time intelligence.
- ✓ **Single source of truth:** consistent KPIs across dashboards and departments.

Stack & Tools

- Power BI, DAX, Power Query
- SQL, Python, dbt
- Postgres or BigQuery
- GA4, Power BI Service