

Top 6 Power BI Dashboard Examples

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Top 6 Power BI Dashboard Examples

A great dashboard is **actionable**. It will do more than just display data. It will **guide your attention**, help you pinpoint **issues or opportunities** and **tell a story** that will propel your business forward. To inspire you to create more actionable reports and dashboards, we have created a series of **Power BI dashboard examples** that combine the best data visualization practices with the power of our three cutting-edge **Power BI custom visuals**.¹

We invite you to take a look at our top 6 Power BI dashboard examples, try them out using **interactive embeds** and finally **download the PBIX files** to make them your own.

Important Note: All of our Power BI dashboard examples are specifically designed to clearly answer the 4-Question Insight Test:

1. Is my performance good or bad?
2. How good/how bad?
3. Why?
4. What should we do about it?

This is a methodology that we developed so you can spend less time creating reports and more time making decisions that will actually matter.

1. Sales Funnel

The Sales Funnel template for Power BI brings together your **most important sales funnel KPIs** on a single page and lets you interact with them. It helps you track the connections between them, provides immediate insights into the performance of your sales funnel, and enables you to understand your pipeline at a glance. You also see comparisons between actuals and plans so you always know exactly how you are doing.

Who it's for: It's a must-have for **sales managers**, **sales employees**, and **senior management**.

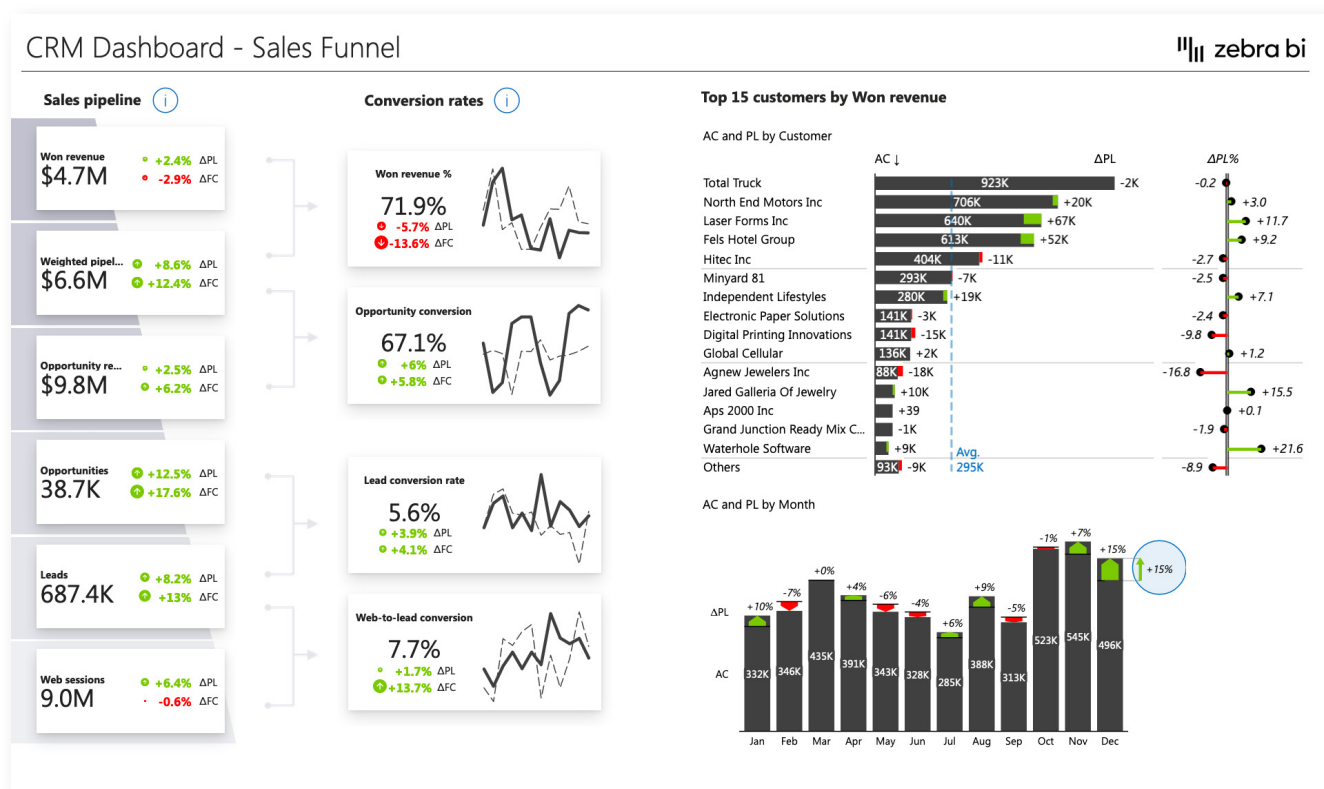
Why you need it: Use this dashboard to **pinpoint the areas you need to focus on**. You might notice you're successful at creating leads but are having a hard time turning them into opportunities. This dashboard will not only show your sales performance, it will let you know where you can improve.

The dashboard's homepage displays the following:

- Won revenue
- Weighted pipeline
- Opportunities
- Leads
- Web sessions
- Conversion rates between above
- Top customers
- Actual and planned revenue
- Dynamic comments, related to the above KPIs

Zebra BI advantage: This is our newest dashboard and one of our most actionable Power BI dashboard examples. It uses the new **Zebra BI Cards²** visual with conversion rates where the second column of cards displays conversions, such as **opportunity conversion, lead conversion rate, and web-to-lead conversions**. This is a unique visual indication of how individual KPIs come together.

[Download Sales Funnel Template³](#)



2. Sales Dashboard

This dashboard is an example of actionable design. It starts with a **KPI area** to show the most relevant information about your sales. These KPIs **filter the entire dashboard** so you don't have to leave the home page, if you want to review Revenue or Cost details.

Who it's for: is designed for **sales managers** looking for actionable information about their sales performance.

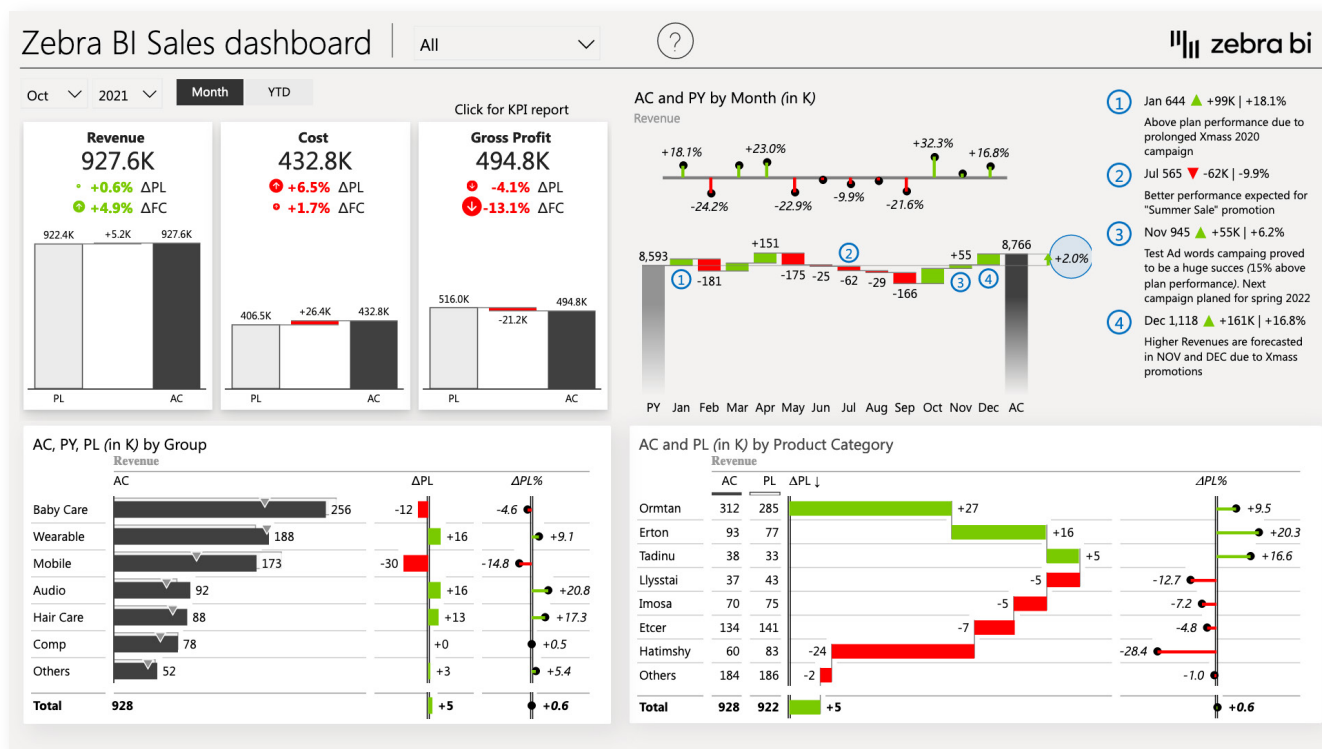
Why you need it: Use this Power BI dashboard template as a **high-level overview** of your sales performance and then **drill down** into details. Since it focuses heavily on comparisons, it will give you a quick overview of your performance against plans and forecasts.

The homepage displays the following:

- Revenue
- Cost
- Gross profit
- Distributions of the above 3 KPIs by month, by product group and by product category
- Dynamic comments, related to the above KPIs

Zebra BI advantage: This Power BI dashboard example includes all the essential elements such as buttons, report page tooltips, drill-through buttons, drill-downs, advanced **small multiples**,⁶ ... It relies on advanced **DAX code**⁷ and a ton of other Power BI techniques. One of our favorite elements is the **Top N feature**.⁸ This option shows just the top product categories or groups and hides the others. This keeps the **dashboard manageable** so you can focus on just the **elements that contribute most to the bottom line**.

[Download Sales Dashboard Template⁹](#)



3. Consolidated Financials

This Power BI template is designed to help you create an actionable overview of financials for the management team. Spoiler alert: it includes lots of **waterfall charts** since waterfall charts are a great tool to show individual positive and negative contributions between a starting and ending value.

Who it's for: The Consolidated Financials dashboard will be a hit at the executive level: **Chief Financial Officer and Chief Executive Officer.**

Why you need it: Use this dashboard at the executive level to **provide a single overview** of your financial performance. It integrates **month-to-date, year-to-date and full-year data** in a single chart, just like financial users like it. This is really **great for comparisons** and facilitates decision making since users can dive into individual factors contributing to the final number.

This dashboard's first page shows the following:

- EBITDA
- EBIT
- Net earnings
- Free cash flow
- CAPEX
- Monthly trends and distribution by business units of the above KPIs
- Dynamic comments, related to the above KPIs

Zebra BI advantage: While waterfall charts (both **vertical** and **horizontal**) are the star of the show, **filtering** is the hidden gem. Clicking on individual KPI cards on the left filters the entire dashboard so you can easily switch between KPIs and review contributing factors.

[Download Consolidated Financials Template¹²](#)



4. Dynamic Comments

When telling a story with data, sometimes you need to add some helpful words to your numbers and this is where comments come in. As a result, this Power BI **Executive Summary** template is designed to help you implement dynamic and interactive comments that help you add useful and actionable data to your dashboards.

Who it's for: Dynamic comments are the perfect tool for all **data storytellers**, who want to expand, illuminate or explain certain figures.

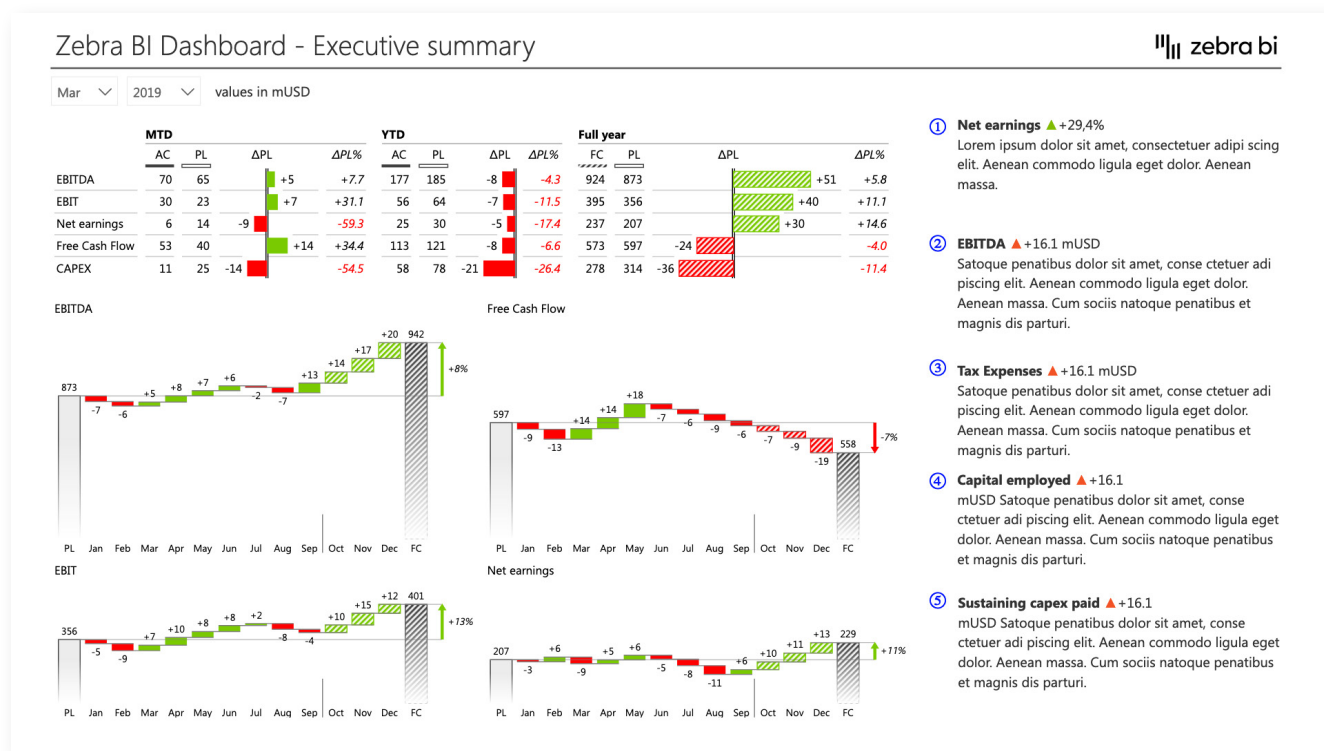
Why you need it: Use this dashboard when preparing executive summaries where you want to **prevent questions** about your data, add some **clarity** or include **meaningful explanations**. Comments are a powerful storytelling tool and you should use them to communicate with your audiences.

This dashboard's homepage shows the following:

- EBITDA
- EBIT
- Net earnings
- Free cash flow
- CAPEX
- Monthly trends of the above KPIs
- Dynamic comments, related to the above KPIs

Zebra BI advantage: Dynamic comments are a great way to interact with your data. Comments can **explain data** or **draw attention** to individual KPIs or reasons for changes. Zebra BI comments are fully dynamic, which means that if you click on a comment, it **filters out** everything but the relevant data. Also, comments change as you change your views - for example, when you switch between years comments change along with data.

[Download Dynamic Comments Template¹⁵](#)



5. Income Statement

This Power BI dashboard template is designed to help you structure, create, and design a user-friendly **Income Statement in Power BI**.¹⁸ It includes hierarchical datasets that a user can expand or collapse to adjust the level of detail. Another interesting detail are the interim calculations and subtotals with both “positive” and “negative” contributions (e.g. revenues vs expenses). There are also additional performance indicators (e.g. percentages like Gross Margin in %, Operating income as % of Revenue).

Who it's for: Income statements are typically prepared for **investors** or **owners**, **management** and external users, such as **lenders**, **government institutions** and **shareholders**.

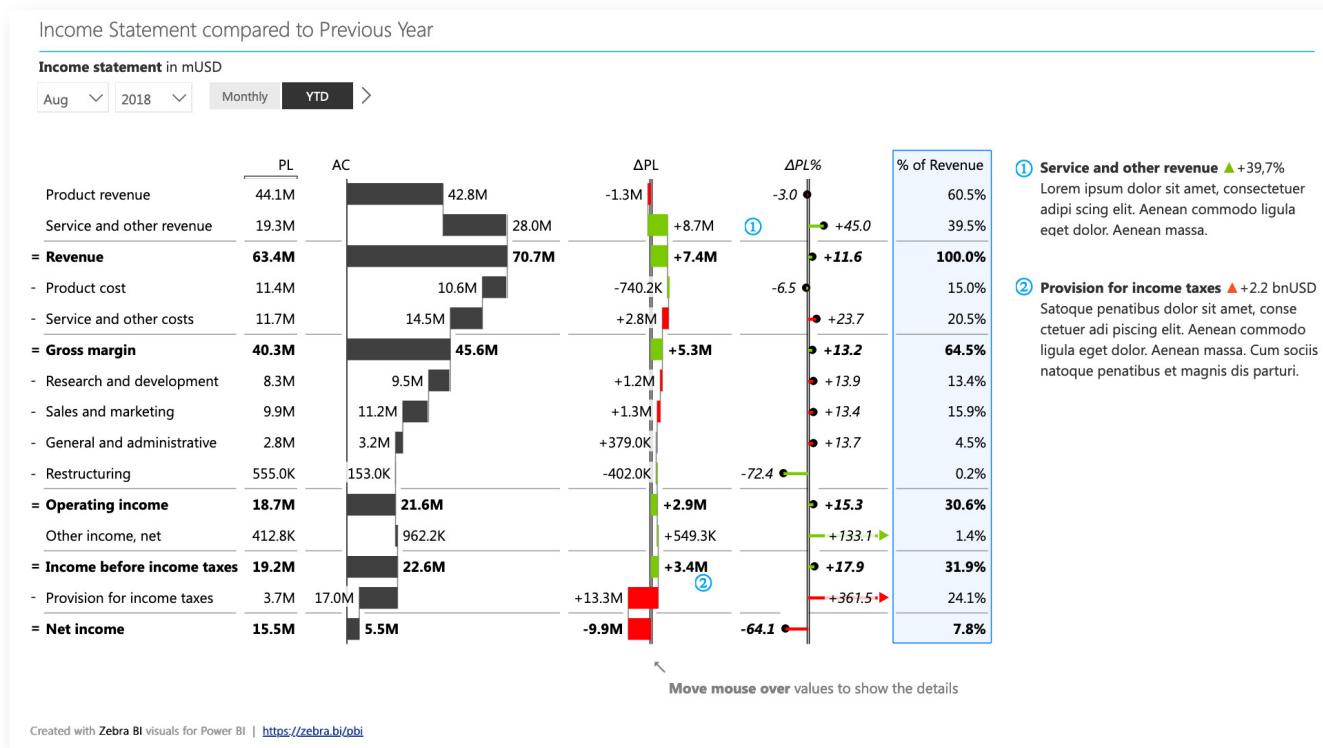
Why you need it: An income statement is invaluable when looking at the structure of revenues and expenses in your company. Interim calculations and waterfall charts make it easy to see the impact of individual items on the whole. Income statements can guide strategic decisions of whether to focus on growing revenue or cutting costs, launching new products or shutting down lagging departments.

The dashboard's homepage shows the AC and PL values (and the variances) of:

- Revenue
- Gross margin
- Operating income
- Income before income taxes
- Net income
- It also features dynamic comments, related to the above KPIs.

Zebra BI advantage: The **Zebra BI Tables** ¹⁸ visual is the perfect tool for this task and it offers a load of features, such as **completely responsive design**, **integrated variances** and **hierarchies**. One of the things we're most proud of, however, are **calculations**. Whenever you want to add a new element to your table and it's not in your data set, you can simply **calculate it with a formula within a visual**, without doing any work on your data set.

Download Income Statements Template²⁰



6. Price-Volume-Mix Variance Analysis

A typical business dashboard shows **revenues, gross profits, income, and comparisons** between actuals, plans, or forecasts. These variances are then explored in terms of time, geography, or product lines. However, a Price-Volume-Mix analysis, shows you how factors, **such as price changes, sales volume and product mix affected your revenue.**

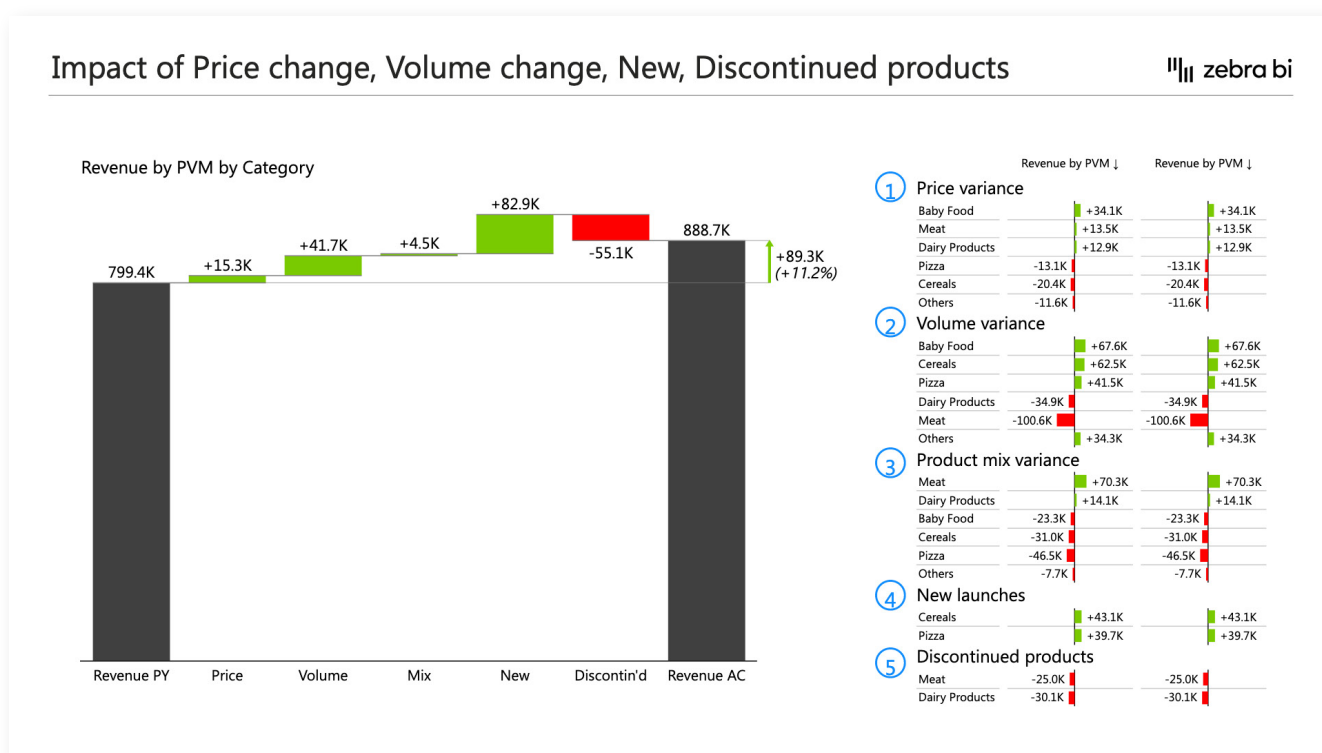
This Power BI dashboard example explains the reasons behind the revenue growth and presents top contributors for each category such as price, volume & mix variance, new launches, and discontinued products.

Who it's for: **Product managers** and **CFOs** are among the most likely users of Price-Volume-Mix Variance Analysis dashboards.

Why you need it: Price-Volume-Mix analysis is a powerful tool that you can expand with various additional KPIs to look for the factors that affect your revenues. Instead of relying on guesswork and vague feelings, you can pinpoint your **key issues and opportunities** and focus your energy on what matters. Once you understand what drives your revenues and profit margins, you can address deteriorating margins or stale product mixes to increase revenue.

Zebra BI advantage: When you want to review your Price-Volume-Mix Variance for several product groups, you can switch to a view with **small multiples**.²⁴ This is a way to show multiple charts (**rendered to the same scale**) on a single dashboard to enable easy comparison. It is one of the best ways to compare data and something we worked hard on making intuitive and easy-to-use.

[Download PVM Variance Analysis Template](#)²⁵



Appendix 1: Related Articles

Sales Funnel:

- Written guide: [How to create a KPI dashboard in Power BI to make smarter decisions faster](#) ⁴
- Webinar: [Supercharge your Power BI dashboards to drive action](#) ⁵

Sales Dashboard:

- Written guide: [Power BI Dashboard Design](#) ¹⁰
- Webinar: [7 Worst Power BI Dashboard Mistakes & How to Avoid Them](#) ¹¹

Consolidated Financials:

- Written guide: [Consolidating KPIs in Power BI](#) ¹³
- Webinar: [3 hyper-effective ways to consolidate your KPIs in Power BI dashboards](#) ¹⁴

Dynamic Comments:

- Written guide: [Dynamic Comments in Power BI](#) ¹⁶
- Webinar: [Dynamic Comments in Power BI](#) ¹⁷

Income Statements:

- Written guide: [The Definitive Guide to Income Statements in Power BI](#) ²¹
- Webinar: [The Definitive Guide to Income Statements in Power BI](#) ²²
- Webinar: [Create user-friendly income statements in Power BI](#) ²³

Price-Volume-Mix Variance Analysis:

- Written guide: [Price Volume Mix Analysis in Excel and Power BI](#) ²⁶
- Webinar: [Price-Volume-Mix Variance Analysis in Power BI and Excel](#) ²⁷

Appendix 2: Hyperlinks

1. **Power BI Custom Visuals:** <https://zebrabi.com/power-bi-custom-visuals/>
2. **Zebra BI Cards:** <https://zebrabi.com/power-bi-custom-visuals/cards/>
3. **Download Sales Funnel Template:** <https://zebrabi.com/template/sales-funnel-power-bi-template/>
4. **How to create a KPI dashboard in Power BI to make smarter decisions faster:** <https://zebrabi.com/create-the-best-kpi-dashboard/>
5. **Supercharge your Power BI dashboards to drive action:** <https://zebrabi.com/webinar/supercharge-power-bi-dashboards-drive-action-webinar/>
6. **Small multiples:** <https://zebrabi.com/small-multiples-power-bi/>
7. **DAX code:** <https://zebrabi.com/power-bi-dax/>
8. **Top N feature:** <https://help.zebrabi.com/article/162-using-top-n-others-in-zebra-bi>
9. **Download Sales Dashboard Template:** <https://zebrabi.com/template/sales-dashboard-power-bi-template/>
10. **Power BI Dashboard Design:** <https://zebrabi.com/power-bi-dashboard-design/>
11. **7 Worst Power BI Dashboard Mistakes & How to Avoid Them:** <https://zebrabi.com/webinar/power-bi-dashboard-mistakes-webinar/>
12. **Download Consolidated Financials Template:** <https://zebrabi.com/template/consolidated-financials-power-bi-template/>
13. **Consolidating KPIs in Power BI:** <https://zebrabi.com/consolidate-kpis-in-power-bi/>
14. **3 hyper-effective ways to consolidate your KPIs in Power BI dashboards:** <https://zebrabi.com/webinar/consolidate-kpis-power-bi-dashboards/>
15. **Download Dynamic Comments Template:** <https://zebrabi.com/template/dynamic-comments-power-bi-template/>
16. **Dynamic Comments in Power BI:** <https://zebrabi.com/dynamic-comments-power-bi/>
17. **Dynamic Commentary in Power BI:** <https://zebrabi.com/webinar/dynamic-commentary-power-bi-webinar/>
18. **Income Statement in Power BI:** <https://zebrabi.com/income-statements-power-bi/>
19. **Zebra BI Tables:** <https://zebrabi.com/power-bi-custom-visuals/tables/>
20. **Download Income Statement Template:** <https://zebrabi.com/template/income-statement-power-bi-template/>
21. **The Definitive Guide to Income Statements in Power BI:** <https://zebrabi.com/income-statements-power-bi/>
22. **The Definitive Guide to Income Statements in Power BI:** <https://zebrabi.com/webinar/definitive-guide-income-statements-power-bi-webinar/>
23. **Create user-friendly income statements in Power BI:** <https://zebrabi.com/webinar/income-statements-power-bi-webinar/>
24. **Small multiples:** <https://zebrabi.com/small-multiples-power-bi/>
25. **Download PVM Analysis template:** <https://zebrabi.com/template/price-volume-mix-analysis-power-bi-template/>
26. **Price Volume Mix Analysis in Excel and Power BI:** <https://zebrabi.com/price-volume-mix-analysis-excel-power-bi/>
27. **Price-Volume-Mix Variance Analysis in Power BI and Excel:** <https://zebrabi.com/webinar/price-volume-mix-variance-analysis-webinar/>

Interested? Try it yourself!

If you'd like to explore all our Power BI dashboard examples and templates, click on the button below and give Zebra BI a try for free!

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