

Top 12 Power BI Dashboard Examples for 2024

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Top 12 Power BI Dashboard Examples for 2024

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 9 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.

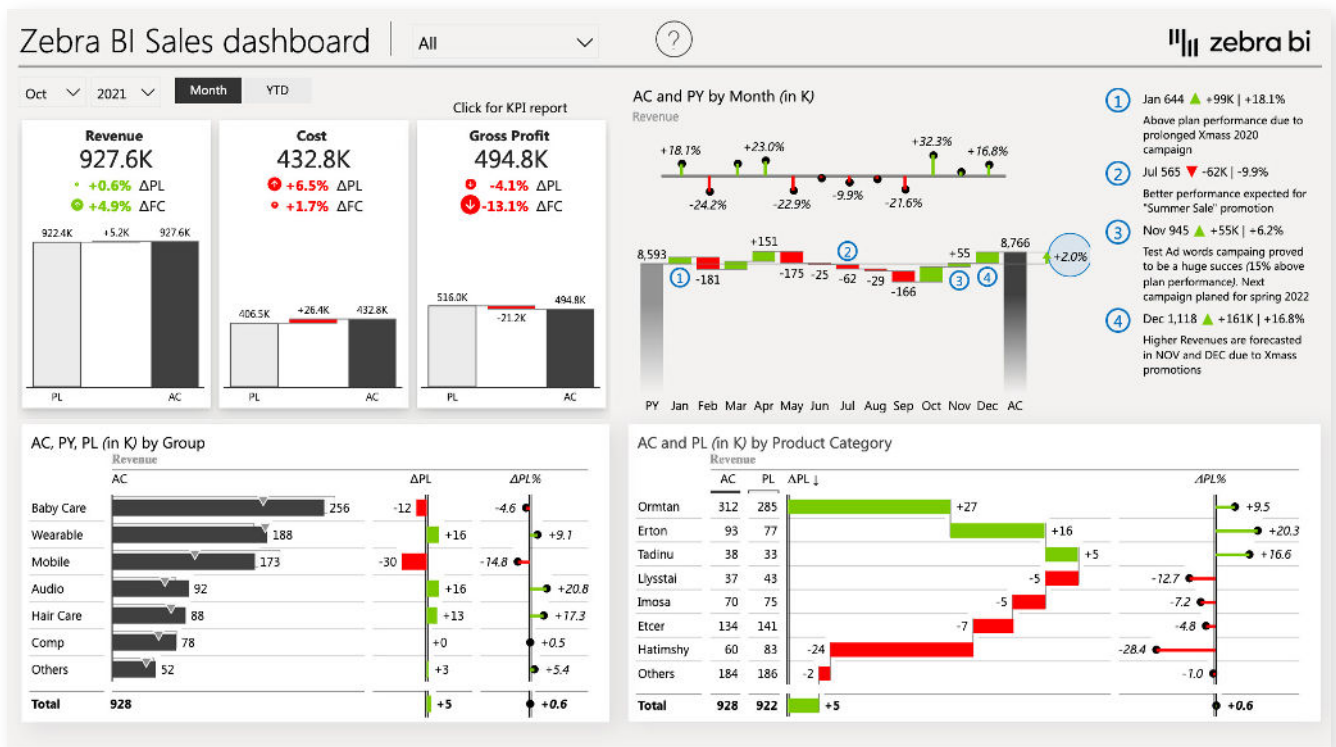
Why you need it: Use this Power BI dashboard template as a **high-level overview** of your sales performance and then **drill down** into details. Since it focuses heavily on comparisons, it will give you a quick overview of your performance against plans and forecasts.

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, report page tooltips, drill-downs, advanced **small multiples**⁴, ... It relies on advanced **DAX code**⁵ and a ton of other Power BI techniques. One of our favorite elements is the **Top N feature**⁶. 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 Template⁷](#)



3. Daily Sales Flash Dashboard

The **Daily Sales Flash Power BI dashboard** features a number of **neat little tricks** to allow users to get a clear view of their data on a daily basis.

Each day you open this dashboard, you'll know exactly how you perform on a **daily, weekly and monthly timescale**.

Additional pages allow you to **dig deeper into the details** of your sales and returns, or analyze trends.

Who it's for: **C-level executives**, looking for a daily glimpse into the sales performance, **sales managers and sales executives** looking for an actionable overview of sales and returns with additional option to dig into details.

Why you need it: This Power BI Dashboard example is packed full with **advanced features**:

- A lot of **advanced DAX code**⁵ is used to calculate the many different measures.
- **Info buttons** are there to explain the various features to the users.
- Links from the different charts on the Overview page allow the reader to navigate to a **dedicated report page with more details**.
- ... and many Power BI best practices, including the new functionality, recently added to Power BI: **field parameters**⁸.

The **Overview page** displays the following:

- **Today:** Every day you'll have the **latest data** in

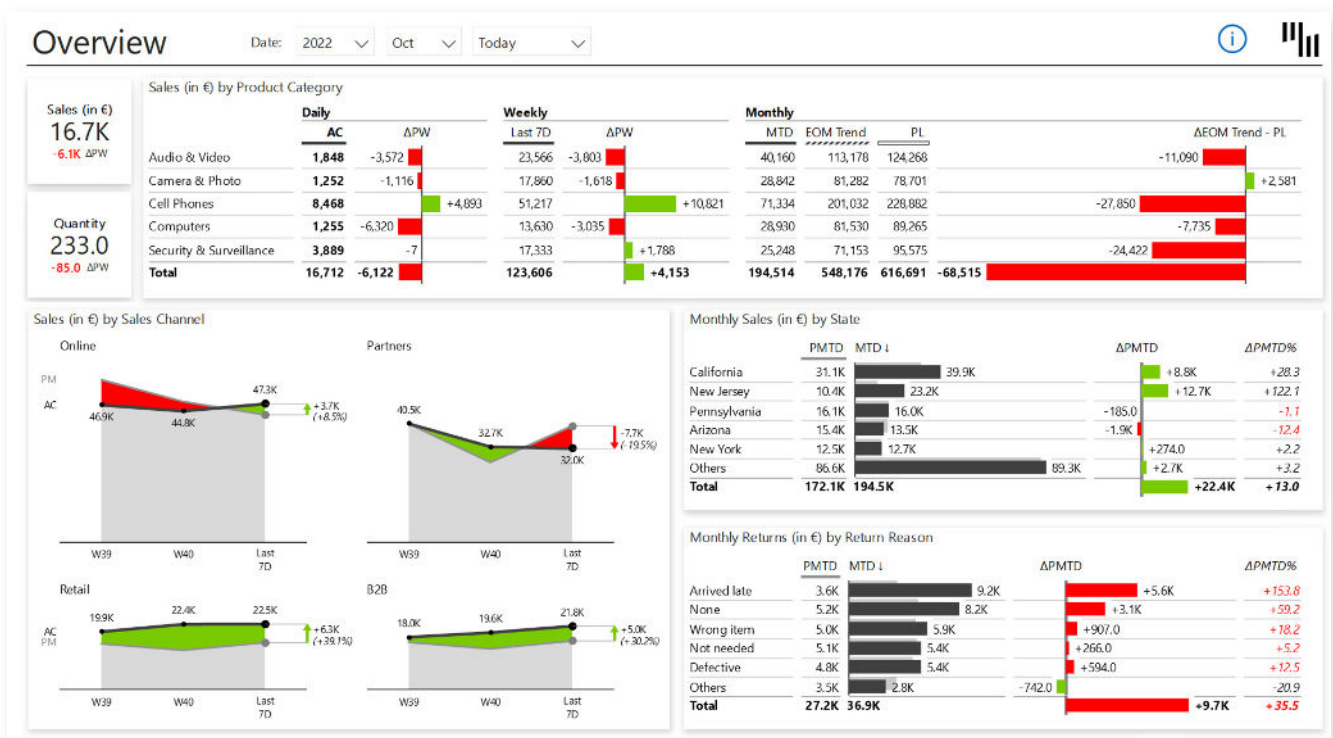
front of you. **No need to manually change the date**, each refresh will pull the latest data and show you **today's values**.

- **Your KPIs:** On the top left you can see today's values of two KPIs: Sales and Quantity. These KPIs, created with Zebra BI Cards, also act as a **filter for the whole report** - clicking on them switches all the other charts between Sales (default) and Quantity.
- **Three timescales:** The table on the top shows **Daily, Weekly and Monthly data** so you have a clear overview of sales performance on a daily, weekly, and monthly basis.
- **EOM Trend:** In the Monthly section of that table, there's also one special column, called EOM Trend (End-of-month Trend) - an **automatically calculated forecast**, based on the current trend.
- **Last 7 Days:** The weekly trend small multiples also feature a nice little trick: instead of showing the week-to-date numbers for the current week (last data point), we show the Last 7 Days. This makes the charts much more actionable because **each data point accounts for exactly 7 days**.

Zebra BI advantage: This Power BI Dashboard example features all three Zebra BI visuals for Power BI: **Zebra BI Cards**², **Zebra BI Tables**⁹ and **Zebra BI Charts**¹⁰.

Many advanced features of the Zebra BI visuals are on display: **small multiples**⁴, the **Top N feature**⁶, hiding the columns that are not needed, scenario patterns, difference highlights, absolute variance charts, ...

Download Daily Sales Flash Dashboard template¹¹



4. 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](#)



5. 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.

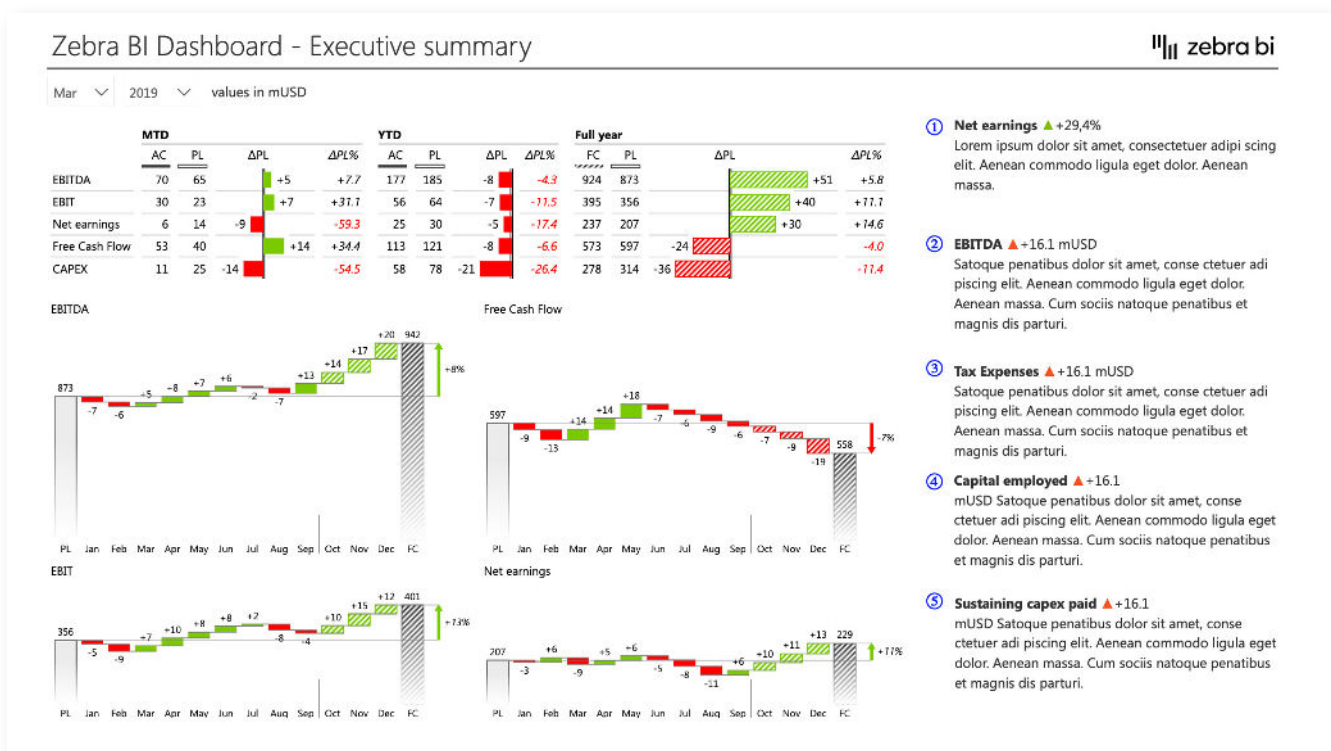
Why you need it: Use this dashboard when preparing executive summaries where you want to **prevent questions** about your data, add some **clarity** or include **meaningful explanations**. Comments are a powerful storytelling tool and you should use them to communicate with your audiences.

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 Template¹³](#)



6. Income Statement

This Power BI dashboard template is designed to help you structure, create, and design a user-friendly **Income Statement in Power BI**.¹⁴ 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**.

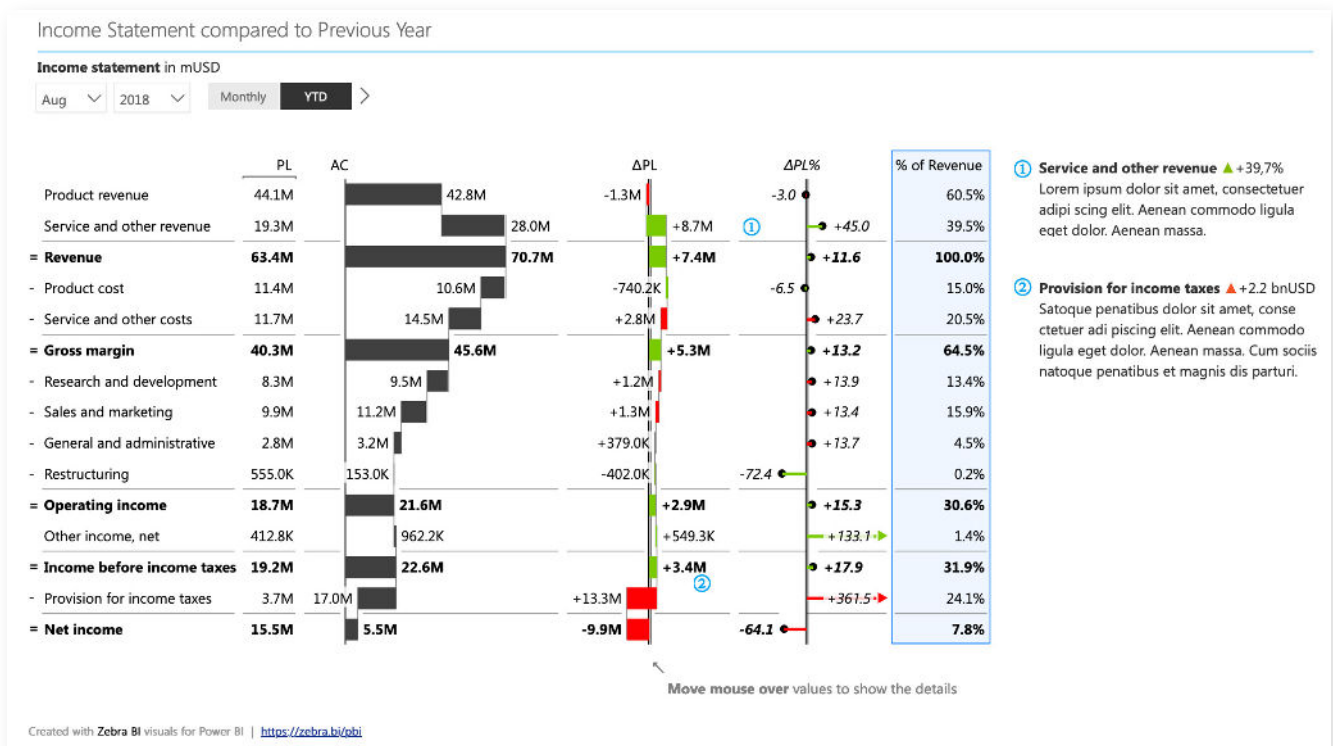
Why you need it: An income statement is invaluable when looking at the structure of revenues and expenses in your company. Interim calculations and waterfall charts make it easy to see the impact of individual items on the whole. Income statements can guide strategic decisions of whether to focus on 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**⁹ 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 Template¹⁵



7. 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.**

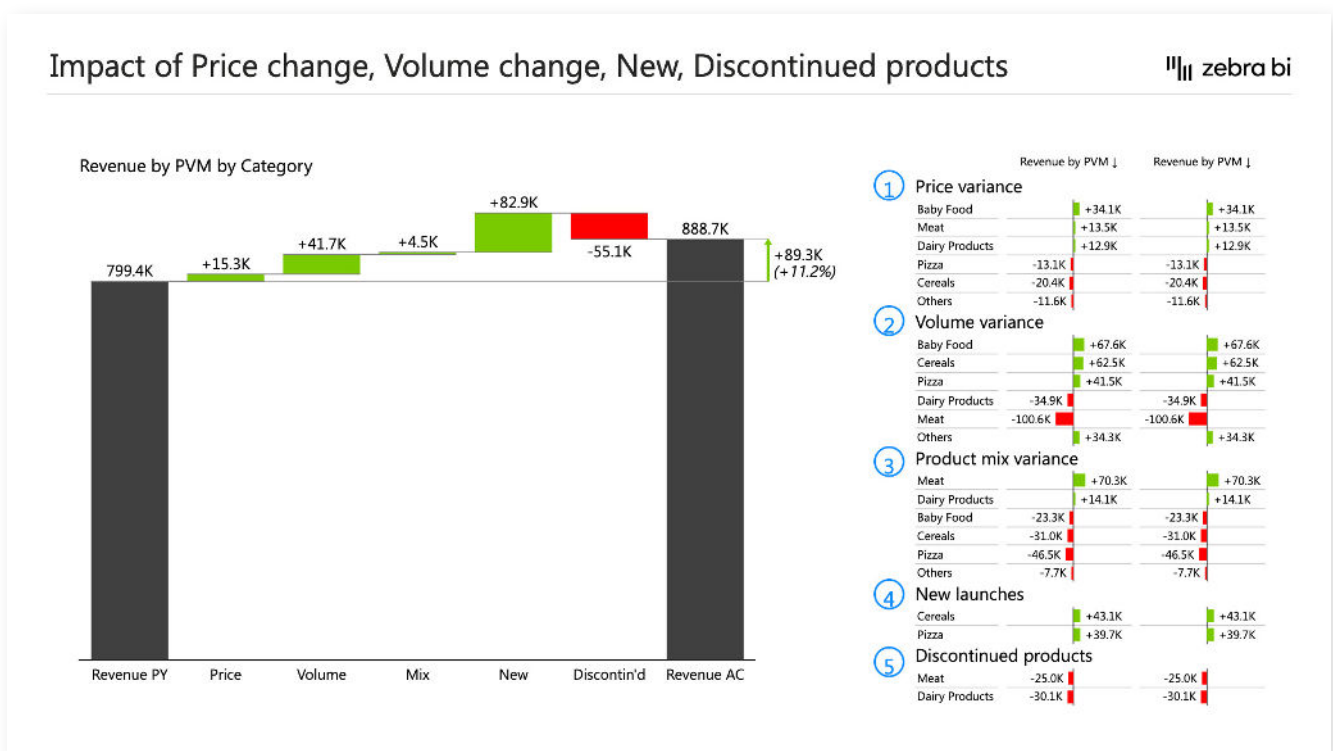
This Power BI dashboard example explains the reasons behind the revenue growth and presents top contributors for each category such as price, volume & mix variance, new launches, and discontinued products.

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**.⁴ 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 Template¹⁶](#)



8. Working Capital

Working capital is a financial metric that illustrates the company's **liquidity** - the ability to cover short-term obligations. It is calculated as the **difference between current assets and current liabilities**. Put simply: it provides an insight into the company's ability to continue with the operations and survive possible rough times in the near future.

Finance and management teams have to keep an eye on working capital at all times in order to prepare for the future and **take the appropriate actions**.

This Working Capital Power BI dashboard example provides them with a **clear overview of the main KPIs: working capital, the current ratio** and quick ratio (besides current assets and current liabilities). Included on subsequent reports is the detailed analysis of payments and the trends of all items of the balance sheet.

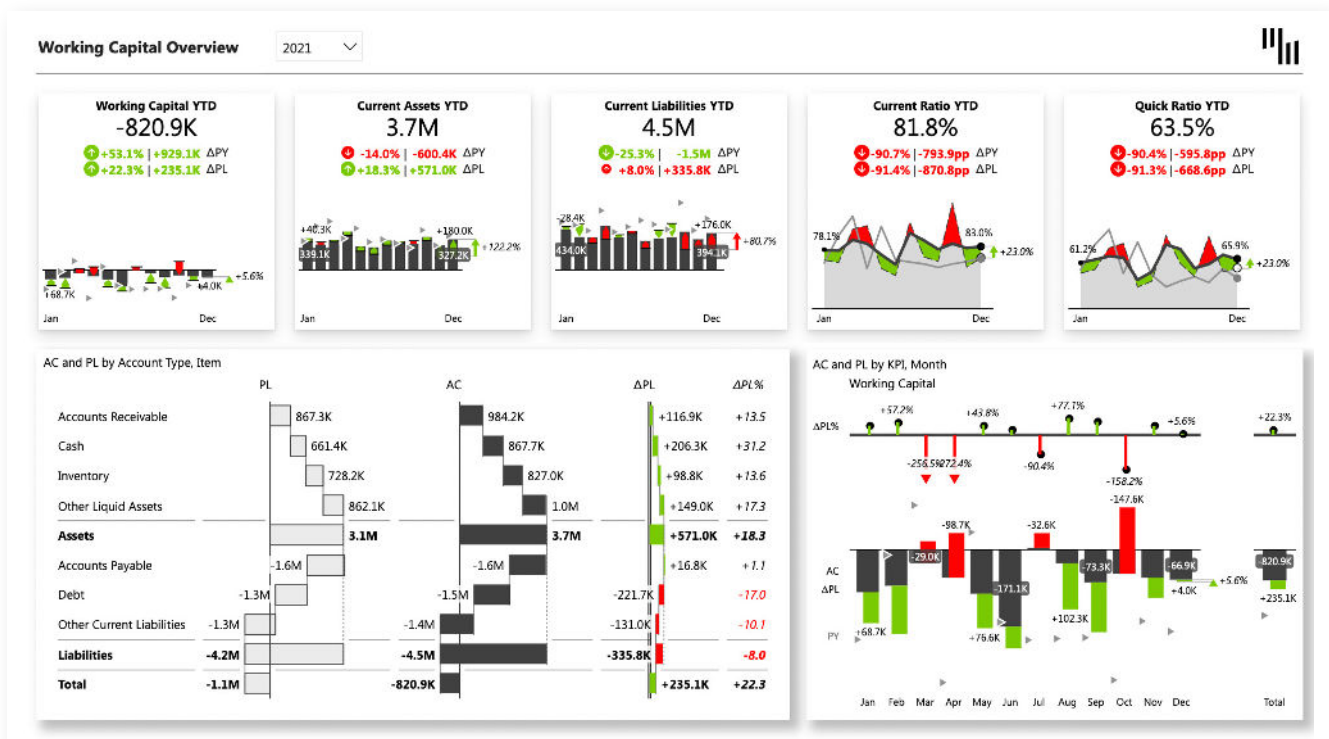
Who it's for: Controllers, FP&A professionals and other **financial analysts** are the typical users of this template. It also provides insights for **management, investors, owners** and other **shareholders**.

Why you need it: This Power BI dashboard example features a **visual representation of the working capital** and other related KPIs: current assets, current liabilities, current ratio and quick ratio. This allows the finance teams to work with the business management to **keep the business in good condition** to meet short-term obligations, while also providing some leeway to **withstand financial challenges** and **drive business growth**.

Zebra BI advantage: The first page of this template shows a great use of all three **Zebra BI visuals for Power BI**¹:

1. **Cards**² are used on the top to provide an **overview** of the key KPIs. They also act as a **filter** for the trend chart on the bottom right.
2. The **Tables**⁹ visual is used on the bottom left to visualize the **balance sheet** with vertical waterfall charts.
3. The **Charts**¹⁰ visual is used on the bottom right to visualize **trends** of the chosen KPI.

[Download Working Capital Template](#)¹⁷



9. HR Analytics

This **Human Resources Power BI dashboard example** allows users to get a clear overview of the company's employees and the most relevant top-level KPIs: Headcount, Salaries, Hires and Terminations.

The 4 subsequent pages provide a more detailed view into each of the KPIs. There's also one page for analyzing the demographics.

The dashboard provides views of the data across many different dimensions: Gender, Department, Education, Job Role, Marital status, Age, ...

Who it's for: Human Resources staff and the **Chief Operating Officer** will be delighted to learn the insights from this Power BI Human Resources dashboard.

Why you need it: If you want to stay on top of all the data related to employees in your company, this dashboard is for you. You'll be able to quickly see **how satisfied the employees are** in their jobs and in their work environment, how their work-life balance looks like, **salary and headcount trends**, and much more.

Zebra BI advantage: The first page of this Power BI dashboard serves as a **navigation page** that links to all subsequent pages. It also features a **"Report Tutorials"** that opens 3 dynamic tutorials with text and GIF animations to help the less experienced users navigate through the dashboard.

The Overview page uses **Zebra BI Cards**² to show the latest values and trends for the top KPIs. Below there are 4 **Zebra BI Tables**⁹ visuals to visualize the distribution of employees across different dimensions.

[Download HR Analytics Template](#)¹⁸



10. Manufacturing OEE Dashboard

Get a panoramic view of your productivity with the **Manufacturing OEE Power BI Template¹⁹**. Effortlessly filter through main KPIs and dive into dedicated, detailed pages for Availability, Performance, and Quality to get a closer look at your numbers and track your performance. Uncover every facet of productivity today to propel your success tomorrow.

Zebra BI advantage: Leverages Zebra BI's advanced visuals for detailed, actionable insights and easy interpretation of complex data.

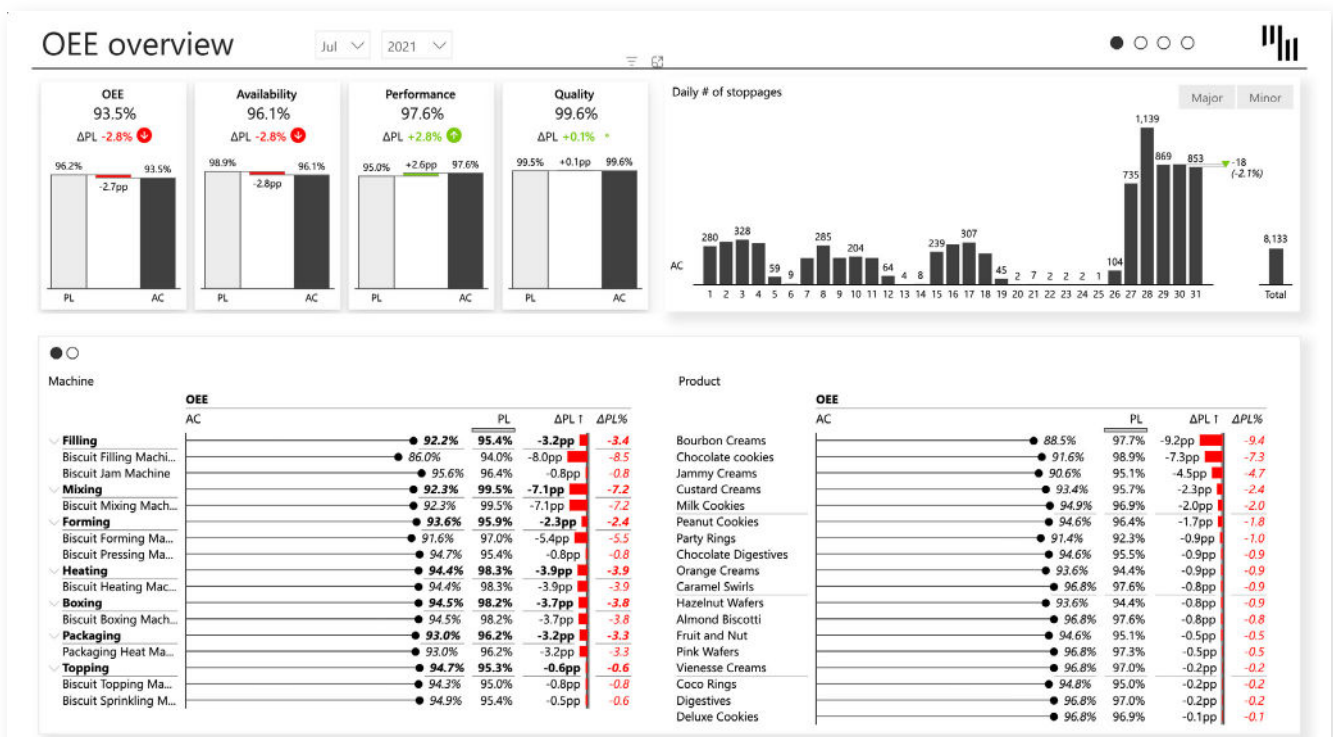
Download Manufacturing OEE Template¹⁹

Who it's for: Production Managers, Operations Managers, and Manufacturing Analysts.

Why you need it: This template provides a comprehensive overview of Overall Equipment Effectiveness (OEE) in manufacturing. It enables users to monitor and optimize equipment performance, availability, and quality.

Features:

- Main KPIs: OEE, Availability, Performance, and Quality
- Detailed breakdown pages for each KPI
- Trend analysis and variance reports
- Interactive filtering and drill-down capabilities



11. Social Media Dashboard

To get a clear view of your social media activity, use the **Social Media Power BI Template²⁰**. Make smarter decisions to boost your online presence by browsing key metrics, exploring detailed pages for each post, and exploring detailed campaigns.

Zebra BI advantage: Uses advanced Zebra BI visuals to present data in an actionable and easy-to-understand format.

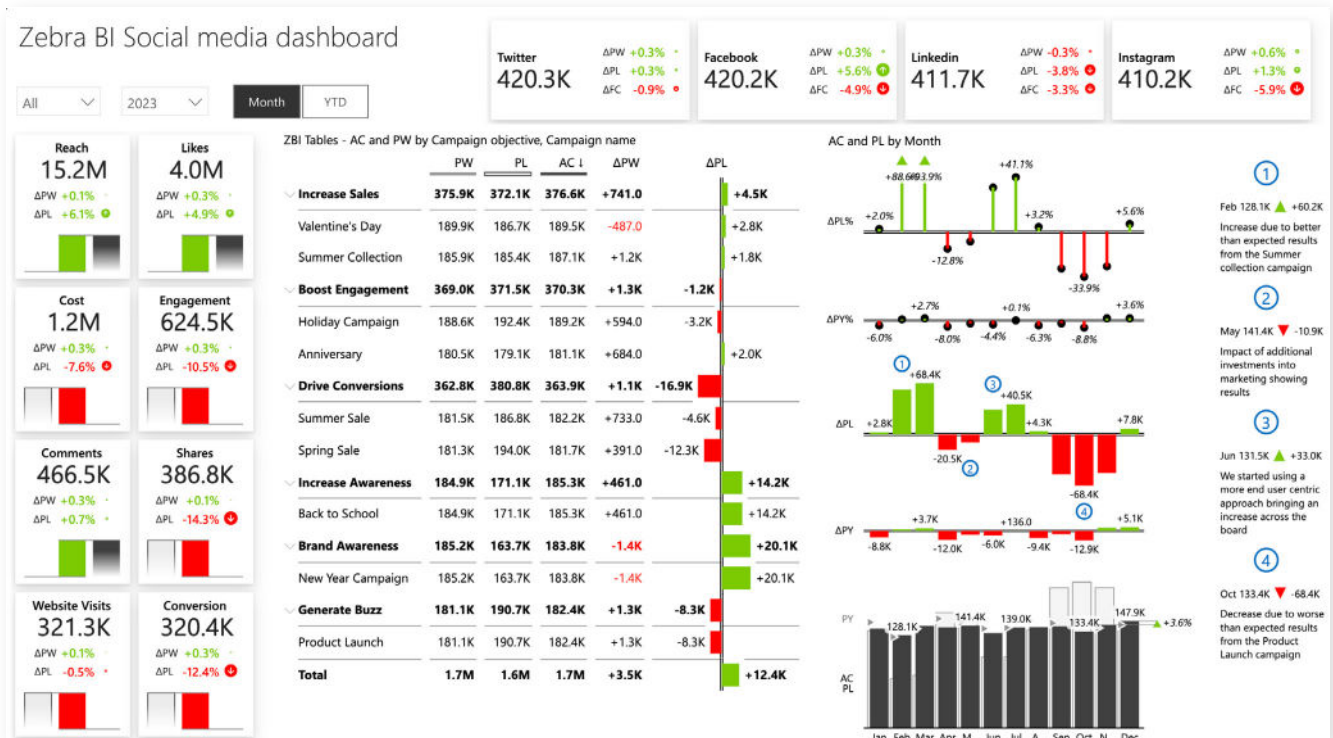
Download Social Media Report Template²⁰

Who it's for: Social Media Managers, Marketing Teams, and Analysts.

Why you need it: This template provides an in-depth analysis of social media activities, helping you track performance across various platforms. It offers insights into engagement, reach, and campaign effectiveness.

Features:

- Key metrics like impressions, engagements, and follower growth
- Detailed analysis of individual posts and campaigns
- Trend analysis and comparison across different social media channels
- Interactive visuals and drill-down capabilities



12. SaaS Sales Dashboard

With Zebra BI SaaS Sales Power BI Dashboard, you will be able to gain immediate insight into your sales performance. This is a great tool for SaaS executives and managers, as it shows MRR trends, breaks down sales by types, and evaluates the effectiveness of account managers to assist you in fostering growth and retaining customers.

Use it to optimize sales performance, identify areas of improvement, and make informed decisions. It is a powerful tool to help you make data-driven decisions about your SaaS business.

Who it's for: SaaS Executives, Sales Managers, and Account Managers.

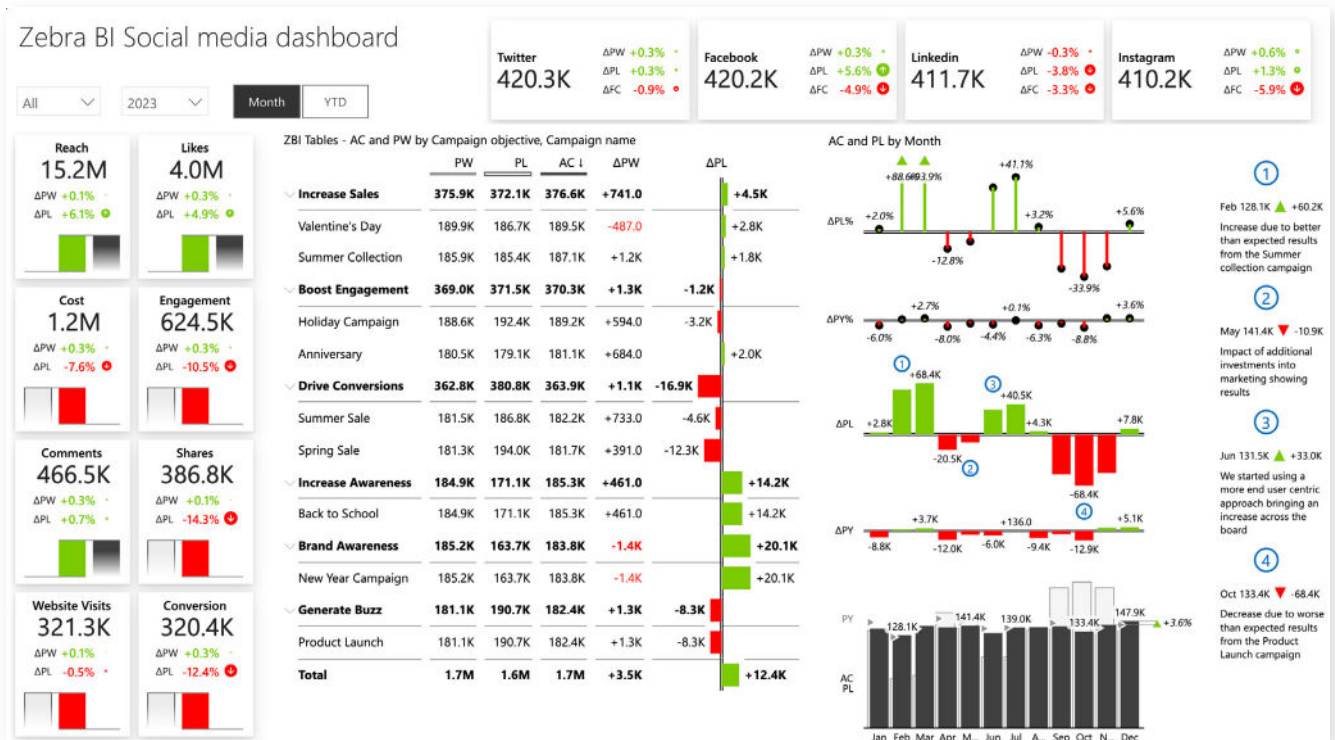
Why you need it: This template provides detailed insights into sales performance for SaaS companies. It helps in tracking key metrics such as Monthly Recurring Revenue (MRR), sales by type, and account manager performance.

Features:

- MRR Trends and Analysis
- Sales Breakdown by Subscription Type
- Account Manager Performance Metrics
- Customer Retention and Churn Analysis

Zebra BI advantage: Uses advanced visuals to clearly present complex sales data, facilitating informed decision-making and growth strategies.

Download Saas Sales Dashboard Template²¹



Appendix 1: Related Resources

Sales Funnel:

- Written guide: [How to create a KPI dashboard in Power BI to make smarter decisions faster](#) ²²
- Webinar: [Supercharge your Power BI dashboards to drive action](#) ²³

Sales Dashboard:

- Written guide: [Power BI Dashboard Design](#) ²⁴
- Webinar: [7 Worst Power BI Dashboard Mistakes & How to Avoid Them](#) ²⁵

Consolidated Financials:

- Written guide: [Consolidating KPIs in Power BI](#) ²⁶
- Webinar: [3 hyper-effective ways to consolidate your KPIs in Power BI dashboards](#) ²⁷

Dynamic Comments:

- Written guide: [Dynamic Comments in Power BI](#) ²⁸
- Webinar: [Dynamic Comments in Power BI](#) ²⁹

Income Statements:

- Written guide: [The Definitive Guide to Income Statements in Power BI](#) ³⁰
- Webinar: [The Definitive Guide to Income Statements in Power BI](#) ³¹
- Webinar: [Create user-friendly income statements in Power BI](#) ³²

Price-Volume-Mix Variance Analysis:

- Written guide: [Price Volume Mix Analysis in Excel and Power BI](#) ³³
- Webinar: [Price-Volume-Mix Variance Analysis in Power BI and Excel](#) ³⁴

Working Capital:

- Whitepaper: [Working Capital Management in Times of COVID-19 Crisis](#) ³⁵

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. **Small Multiples:** <https://zebrabi.com/small-multiples-power-bi/>
5. **Dax Code:** <https://zebrabi.com/power-bi-dax/>
6. **Top N Feature:** <https://help.zebrabi.com/article/162-using-top-n-others-in-zebra-bi>
7. **Download Sales Dashboard template:** <https://zebrabi.com/template/sales-dashboard-power-bi-template/>
8. **Power BI Field Parameters:** <https://learn.microsoft.com/en-us/power-bi/create-reports/power-bi-field-parameters>
9. **Zebra BI Tables:** <https://zebrabi.com/power-bi-custom-visuals/tables/>
10. **Zebra BI Charts:** <https://zebrabi.com/power-bi-custom-visuals/charts/>
11. **Download Daily Sales Flash Dashboard template:** <https://zebrabi.com/template/daily-sales-flash-power-bi-dashboard/>
12. **Download Consolidated Financials template:** <https://zebrabi.com/template/consolidated-financials-power-bi-template/>
13. **Download Dynamic Comments template:** <https://zebrabi.com/template/dynamic-comments-power-bi-template/>
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15. **Download Income Statement template:** <https://zebrabi.com/template/income-statement-power-bi-template/>
16. **Download PVM Analysis template:** <https://zebrabi.com/template/price-volume-mix-analysis-power-bi-template/>
17. **Download Working Capital template:** <https://zebrabi.com/template/working-capital-in-power-bi-template/>
18. **Download HR Analytics template:** <https://zebrabi.com/template/hr-analytics-power-bi-template/>
19. **Download Manufacturing OEE Template:** <https://zebrabi.com/template/manufacturing-oeo-power-bi-template/>
20. **Download Social Media Report template:** <https://zebrabi.com/template/social-media-power-bi-template/>
21. **Download SaaS Sales Dashboard template:** <https://zebrabi.com/template/saas-sales-power-bi-dashboard-template/>
22. **How to create a KPI dashboard in Power BI to make smarter decisions faster:** <https://zebrabi.com/create-the-best-kpi-dashboard/>
23. **Supercharge your Power BI dashboards to drive action:** <https://zebrabi.com/webinar/supercharge-power-bi-dashboards-drive-action-webinar/>
24. **Power BI Dashboard Design:** <https://zebrabi.com/power-bi-dashboard-design/>
25. **7 Worst Power BI Dashboard Mistakes & How to Avoid Them:** <https://zebrabi.com/webinar/power-bi-dashboard-mistakes-webinar/>
26. **Consolidating KPIs in Power BI:** <https://zebrabi.com/consolidate-kpis-in-power-bi/>
27. **3 hyper-effective ways to consolidate your KPIs in Power BI dashboards:** <https://zebrabi.com/webinar/consolidate-kpis-power-bi-dashboards/>
28. **Dynamic Comments in Power BI:** <https://zebrabi.com/dynamic-comments-power-bi/>
29. **Dynamic Commentary in Power BI:** <https://zebrabi.com/webinar/dynamic-commentary-power-bi-webinar/>
30. **The Definitive Guide to Income Statements in Power BI:** <https://zebrabi.com/income-statements-power-bi/>
31. **The Definitive Guide to Income Statements in Power BI:** <https://zebrabi.com/webinar/definitive-guide-income-statements-power-bi-webinar/>
32. **Create user-friendly income statements in Power BI:** <https://zebrabi.com/webinar/income-statements-power-bi-webinar/>
33. **Price Volume Mix Analysis in Excel and Power BI:** <https://zebrabi.com/price-volume-mix-analysis-excel-power-bi/>
34. **Price-Volume-Mix Variance Analysis in Power BI and Excel:** <https://zebrabi.com/webinar/price-volume-mix-variance-analysis-webinar/>
35. **Working Capital Management in Times of COVID-19 Crisis:** https://zebrabi.com/wp-content/uploads/2020/05/Whitepaper_Working-Capital-Management_26052020_FINAL.pdf

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