

PERSONA CARDS

Free Power BI Dashboard Template



Persona Cards template letting Executive, Sales, Finance & Marketing personas view a shared KPI Overview while avoiding the standard OLS issue of user seeing a 'broken-visual' error message



Harpreet Ghuman



Executive

Sales

Finance

Marketing



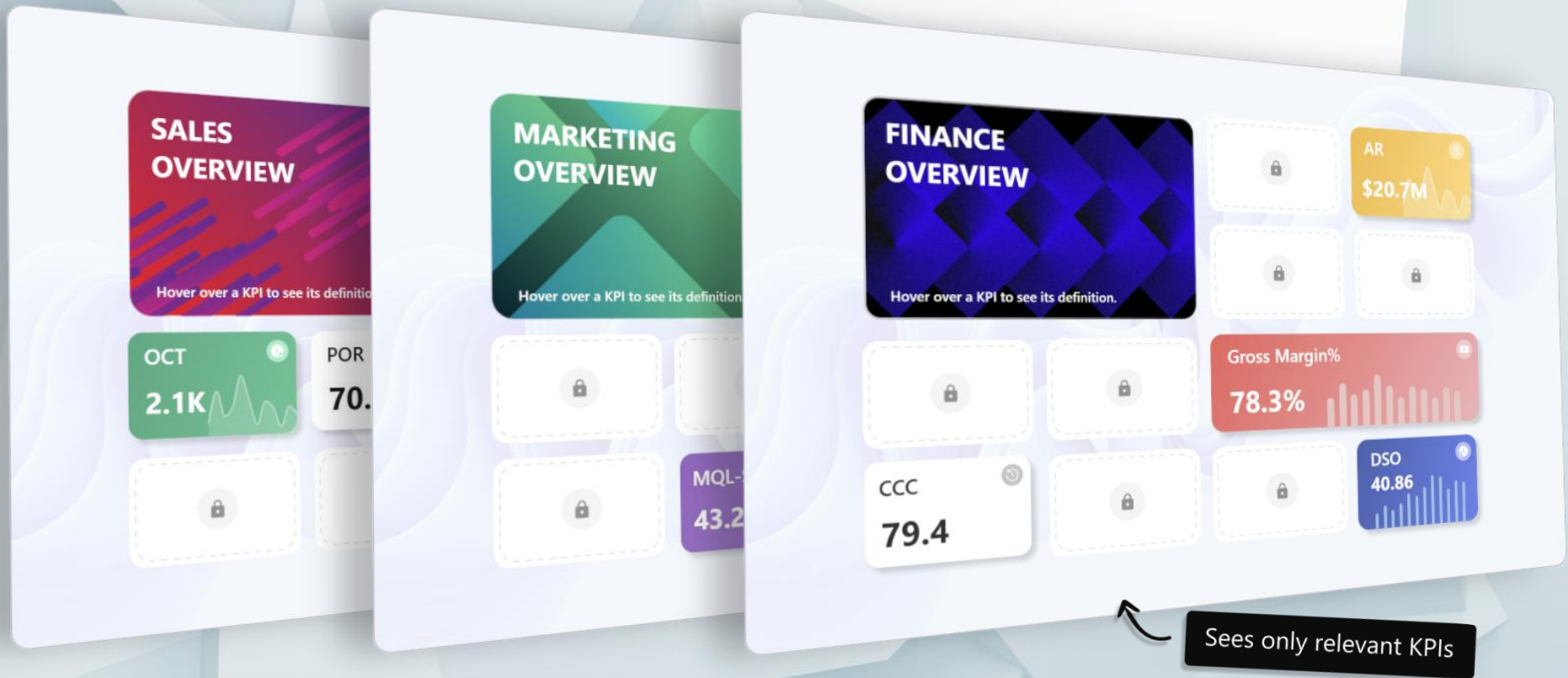
EXECUTIVE PERSONA



Landing Page



NON-EXECUTIVE PERSONA



MULTI-PERSONA USER

Needs to choose
a Persona first

Hi, David Wilson!

Choose Persona

Finance

Sales

You have been assigned more
than 1 personas. Please select
one from above.



Hi, David Wilson!

Your available Persona

Finance

Sales

Click the card below to
navigate to the KPIs Overview.

FINANCE
OVERVIEW

David Wilson

FINANCE
OVERVIEW

Hover over a KPI to see its definition.

CCC
79.4

AR
\$20.7M

Gross Margin%
78.3%

DSO
40.86

Hi, David Wilson!

Your available Persona

Finance

Sales

Click the card below to
navigate to the KPIs Overview.

SALES
OVERVIEW

David Wilson

SALES
OVERVIEW

Hover over a KPI to see its definition.

OCT
2.1K

POR
70.6%

OTIF
67.9%

OTD
86.4%

To download PBIX, visit -
www.harpreetghuman.com



09

Persona Cards - Overview & KPI Details

Click [here](#) for mobile friendly version.

On other devices, click/hover below to interact (use full screen from bottom right for best experience) -

Hi, John Smith!

Your available Persona

EXECUTIVE OVERVIEW

John Smith

Complete Personas List

EXECUTIVE

SALES

FINANCE

MARKETING

Scroll down for PBIX

@harpreetsghuman

Executive

Sales

Finance

Marketing

KPI DETAILS

EXECUTIVE OVERVIEW

Hover here to see Persona of each KPI

OCT
2.1K

POR
70.6%

CCC
79.4

MQL-SQL
43.2%

OTIF
67.9%

CAC
\$572.1

Gross Margin%
78.3%

ROAS
3.92x

AR
\$20.7M

OTD
86.4%

On Time Delivery TEMPLATE
% of orders delivered on or before the promised delivery date

Gross Margin% TEMPLATE
Gross profit as a percentage of total revenue, after cost of goods sold