

Title : Donjai Shop Performance Report

Author(s) : 1. Ganokporn Pongdilok  
2.  
3.

Student ID : 640510604

Student ID :

Student ID :

Major : Computer Science

Advisor(s) : 1. Associate Professor Dr. Jeerayut Chaijaruwanich  
2.  
3.

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## ABSTRACT

This project, conducted at Big C Supercenter Public Company Limited, focuses on the development of the Donjai Shop Performance Report, a Dashboard Report designed to monitor business performance. Previously, reports were manually created using Excel, requiring significant time and effort while being prone to errors. To improve efficiency and data accuracy, this project introduced an automated reporting system that streamlines data processing and reduces manual workload.

The development process covered all stages, from gathering user requirements and consulting stakeholders to determine key business needs to designing and implementing the Dashboard. The system consists of two main components: Back-End, which utilizes SQL to extract and process data from the database, and Front-End, developed using Power BI to provide an interactive and visual representation of the data. Additionally, DAX was applied to create custom calculations and ensure accurate business insights.

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As a result, the new Dashboard significantly reduces manual processes, enhances data accuracy, and provides a structured and dynamic reporting system. With automatic daily updates, business executives can efficiently monitor operations and utilize real-time insights for strategic decision-making, supporting future business growth.

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