


# Superstore Sales Analysis Dashboard (Power BI)

 **Objective:** The goal of this project is to **create impactful data visualizations** using **Power BI** that tell a compelling business story. By analyzing Superstore sales data, the dashboard uncovers key metrics, trends, and actionable insights to support strategic, data-driven decisions.

## - Dashboard Summary

- Developed an interactive Sales Analysis Dashboard using Power BI for Superstore retail data.
- Visualized key metrics including:
  - Total Quantity Sold: 61K
  - Total Sales: 4.3M
  - Total Profit: 504K
  - Return Orders: 0.7K
- Market-wise Performance:
  - Asia Pacific led with 31.93% of total sales, followed by Europe (27.45%) and USCA (17.61%).
- Segment-wise Sales:
  - Consumer segment contributed nearly 50% of sales.
- Shipping Mode Insights:
  - Standard Class was the most used mode with 2.53M in sales.
- Top Sales Categories:
  - Technology dominated with 1.62M in sales, followed by Furniture and Office Supplies.
- Geographic Profit Highlights:

- Cities like New York, Seattle, and Los Angeles generated the highest profits.
- Top Performing Customers:
  - Identified top 10 customers by sales volume, led by Jane Waco and Tom Ashbrook.
- High-Selling Sub-Categories:
  - Products like Phones, Copiers, and Bookcases drove the highest sales.
  - Included dynamic filters by year (2014–2017) for time-based insights.
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