Sales Analysis Dashboard - Superstore_Data

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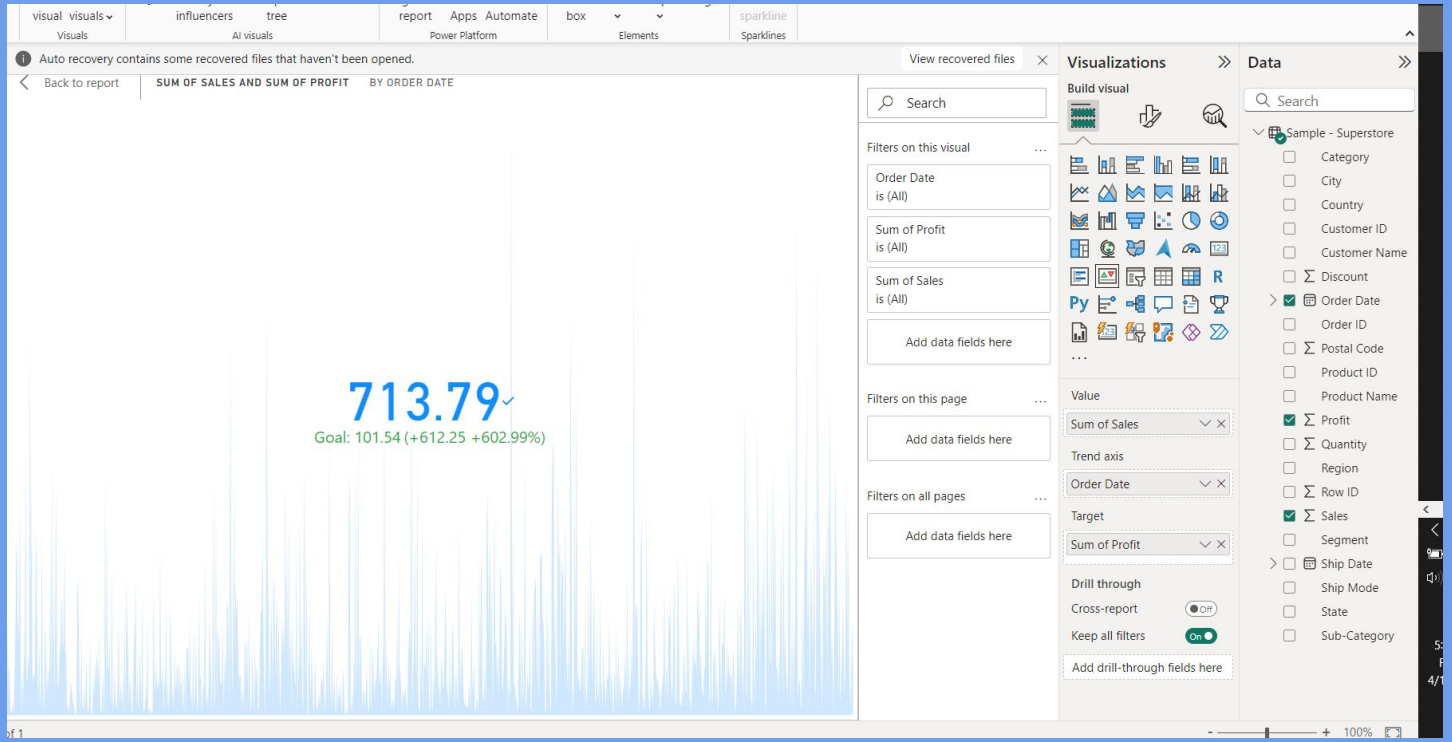
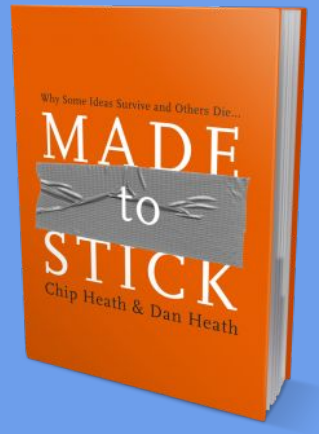
Objective

What was the goal?

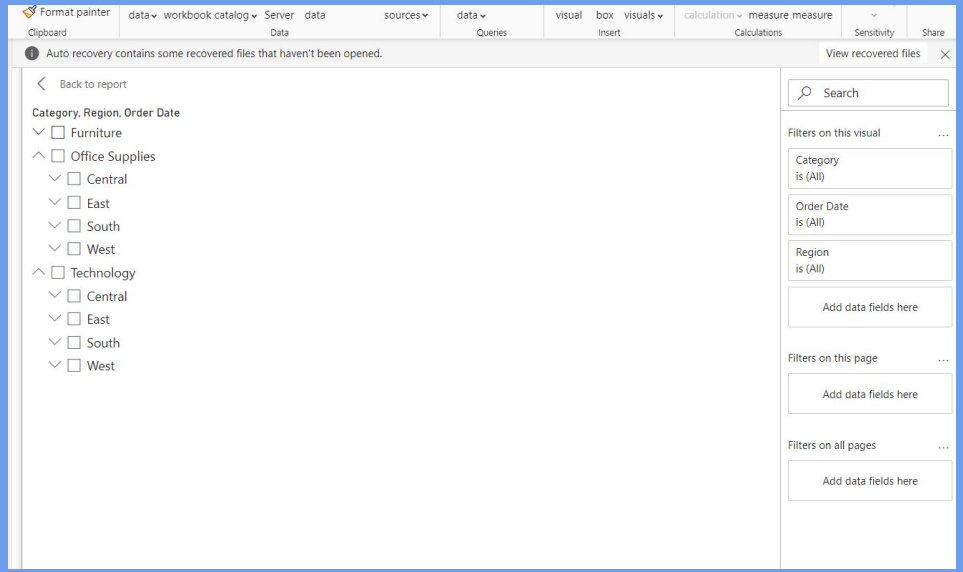
“To analyze and visualize sales & profit performance over time using KPIs, slicers, and visual trends for better business decisions.”

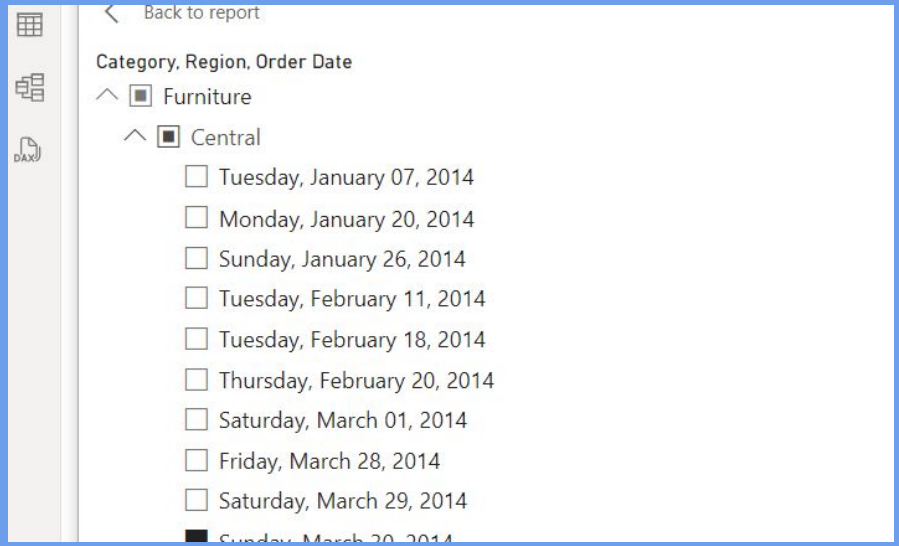
KPI - (Total Sales, Goal, Growth %, and how this helps quick insight)





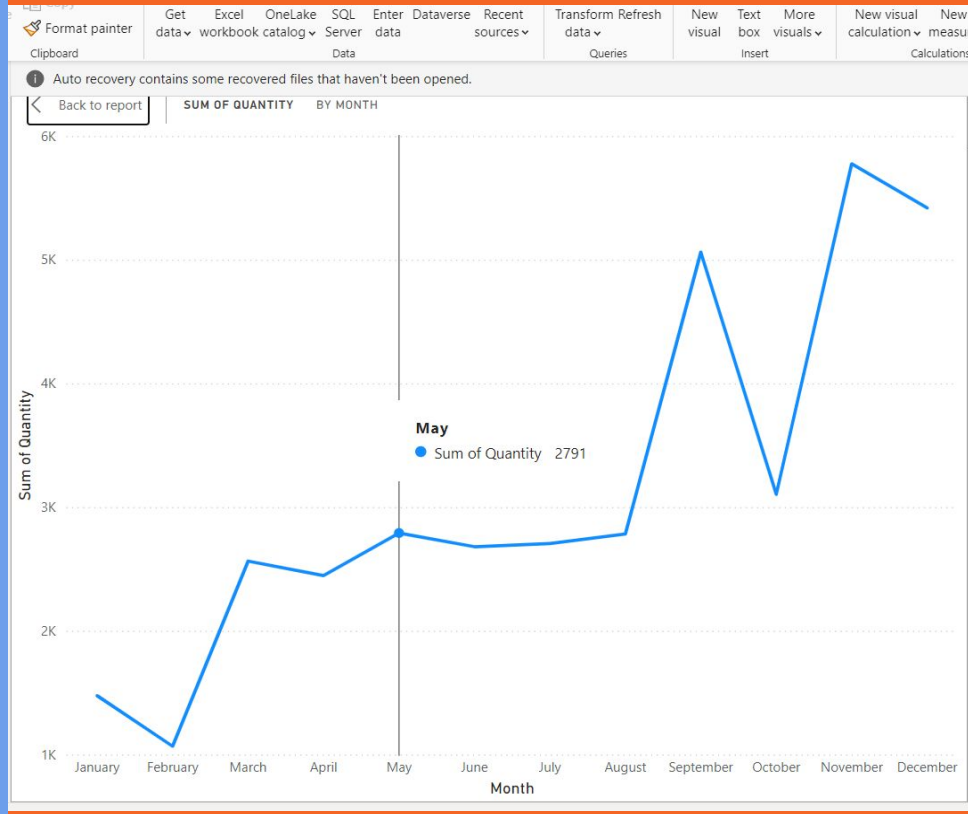
Slicers for Interactivity - (Region, Category, Date these allows dynamic filtering of the visuals)



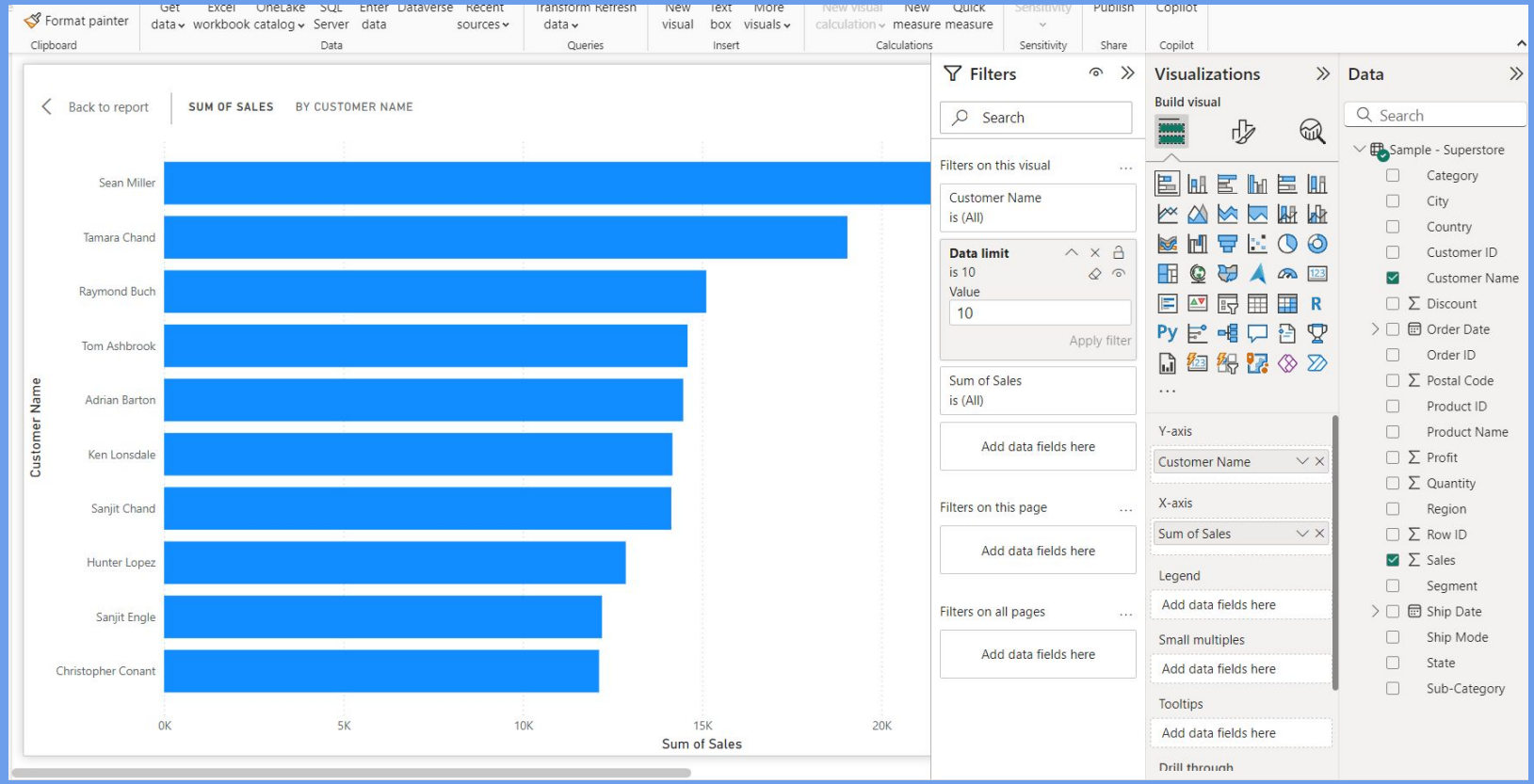


Trend Analysis (Line Chart)

line chart (Quantity over time)
Shows seasonality or demand pattern over months

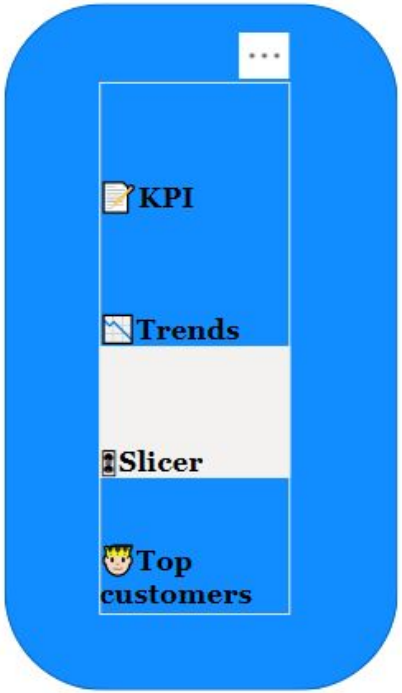


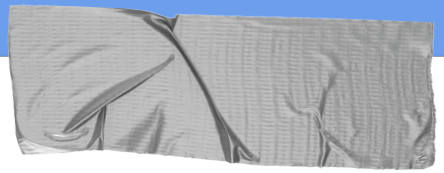
Top Customers (Bar Chart) - top 10 customers visual helps target loyal customers or identify VIPs



Navigation menu

it improves **usability & UX**, and gives an **app-like** feel





Conclusion !

- “Sales performance is significantly above goal”

- “Top customers drive majority of revenue”

- “Slicers help focus analysis on regions/categories”

Thank you