# ****Superstore Sales Dashboard Report****

## ****1. Introduction****

The purpose of this report is to analyze the Superstore sales dataset using Power BI and derive actionable business insights. The analysis includes key performance indicators (KPIs), trend analysis, product performance, regional profitability, and the impact of discounts on profits. The dashboard is interactive and provides dynamic filtering options for deep exploration.

## ****2. Data Cleaning & Transformation****

* **Missing Values:** No critical missing values were identified. Null entries (if any) were cleaned or filtered.
* **Data Types:** Ensured correct data types (e.g., Order Date as Date, Sales/Profit/Discount as Decimal, etc.).
* **Duplicates:** Removed duplicate records based on the Order ID and Product ID.
* **New Columns:** Created a Month-Year column to support monthly trend analysis.
* **Date Hierarchy:** Utilized the Order Date to drill down from year to month in trend visualizations.

## ****3. Dashboard Design & Visualizations****

### ****KPI Cards****

* **Total Sales:** 514.29K
* **Total Profit:** 92.31K
* **Total Quantity Sold:** 5491

### ****Line Chart – Monthly Sales Trend****

* Shows sales fluctuation throughout 2023.
* Sales peaks observed in Q2 and Q4, indicating potential seasonal buying patterns.

### ****Map – Profit by Region****

* West and Central regions show higher profitability.
* East shows comparatively lower performance.

### ****Bar Charts – Product Profitability****

* **Top Products by Profit:** Paper 20, Binders 42, and Pens 57 are leading contributors.
* **Bottom Products by Profit:** Laptops 41 and Bookcases 64 generate the least profit.

### ****Scatter Plot – Impact of Discount on Profit****

* Demonstrates a negative correlation between discounts and profits.
* High discounts often lead to reduced profit margins.

## ****4. Interactivity & Usability****

The dashboard includes the following filters for dynamic insights:

* **Date Range Slicer:** To view trends across custom periods.
* **Dropdown Filters:**
  + Region (Central, East, South, West)
  + Customer Segment (Consumer, Corporate, Home Office, Small Business)
  + Product Category (Furniture, Office Supplies, Technology)

These slicers enhance exploration and help users drill down into specific business areas.

## ****5. Key Insights****

* West and Central regions are performing well in terms of profit.
* Certain product lines such as specific laptops and furniture items are underperforming.
* Discounts negatively impact profits, suggesting the need for discount strategy optimization.
* Sales performance is seasonal; marketing and stock planning can be optimized around Q2 and Q4.

## ****6. Business** Recommendations**

* Focus on promoting high-profit products while reviewing the pricing and marketing strategy for low-profit items.
* Optimize discount strategies, especially for low-margin products.
* Allocate resources and sales efforts more in West and Central regions.
* Consider revising product offerings or bundle deals to enhance profit in underperforming segments.

Screenshot of Final Dashboard

