

Superstore Orders Dashboard Documentation

A. Dataset Name :

Superstore Orders Dataset

B. Problem Statement :

Problem Statement -

To create an interactive **Power BI report** using the ‘Superstore Orders Dataset’ in order to analyze sales, profit, and order performance across different categories, sub-categories, regions, segments, and time periods using appropriate visualizations.

The objective of this dashboard is to provide meaningful business insights that support data-driven decision-making.

C. Dataset Description :

The Superstore Orders dataset contains transactional order-level data including sales, profit, customer details, product categories, regions, and order dates.

Key attributes used -

- Category
 - Sub-Category
 - Sales
 - Profit
 - Quantity
 - Region
 - Segment
 - State
 - Order Date
-

D. Visualizations Used in the Dashboard :

The dashboard uses both **tabular** and **matrix-based visualizations** along with graphical charts for effective analysis.

1. Tabular Visualization :

◆ Table: Profit by Sub-Category, Region and Time -

Description:

A table visualization is used to display detailed profit information across sub-categories and regions over different years and quarters.

Fields Used:

- Sub-Category
- Region
- Order Date (Year & Quarter)
- Profit

Purpose:

- Enables detailed comparison of profit across regions and time periods
 - Helps in identifying high-performing and low-performing sub-categories
-

2. Matrix / Graphical Visualizations :

◆ KPI Cards

Visuals Used: Number Cards

- Total Sales
- Total Profit
- Total Quantity Sold

Purpose:

Provides a quick summary of overall business performance at a glance.

◆ Line Chart – Profit Trend by Year and Quarter

Purpose:

Shows how profit changes over time and helps identify growth patterns or seasonal trends.

- ◆ **Bar Chart – Sales by Sub-Category**

Purpose:

Compares sales performance across different sub-categories to identify top-selling products.

- ◆ **Pie Chart – Profit Contribution by Sub-Category**

Purpose:

Displays the percentage contribution of each sub-category to total profit.

- ◆ **Donut Chart – Profit Distribution by Segment**

Purpose:

Analyzes profit contribution from different customer segments such as Consumer, Corporate, and Home Office.

- ◆ **Donut Chart – Profit Distribution by Region**

Purpose:

Shows the regional share of profit to identify strong and weak regions.

E. Filters and Interactivity :

- ◆ **Slicer – State**

Purpose:

Allows users to filter the entire dashboard based on state, enabling region-specific analysis.

F. Conclusion :

The Superstore Orders dashboard provides a comprehensive view of sales and profit performance using interactive and visually appealing Power BI visualizations. It enables stakeholders to analyze trends, compare performance across dimensions, and gain actionable insights for better business decisions.

