

SuperStore Sales Dashboard Report

Project Overview

This Power BI dashboard analyzes SuperStore's monthly sales data to provide insights into revenue, average order size, and category-wise performance. The data covers multiple months and includes customer, product, and sales information.

Key Metrics

- **Total Sales:** \$2,297,000 (*example value – replace from Power BI*)
 - **Average Order Value:** ~\$270 per order
 - **Order Count:** 8,523 (*example*)
 - **Data Period:** Jan 2018 – Dec 2020 (*adjust to your dataset*)
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Visuals Included

1. **Monthly Sales Trend (Line Chart)**
 - Highlights seasonal spikes in Q4 (Oct–Dec)
 2. **Sales by Category (Bar Chart)**
 - Technology: Top performing
 - Furniture: Moderate
 - Office Supplies: Lowest
 3. **KPI Cards**
 - Total Sales
 - Average Order Size
 4. (*Optional*) Segment- or Region-based filters
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Insights

- Sales peak in November/December → holiday-driven demand
 - Technology is the most profitable category → prioritize promotions
 - February shows weakest performance → needs marketing focus
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Recommendations

- Run targeted promotions during low-sales months
- Invest in tech stock and advertising in Q4

- Identify top customers for loyalty programs

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