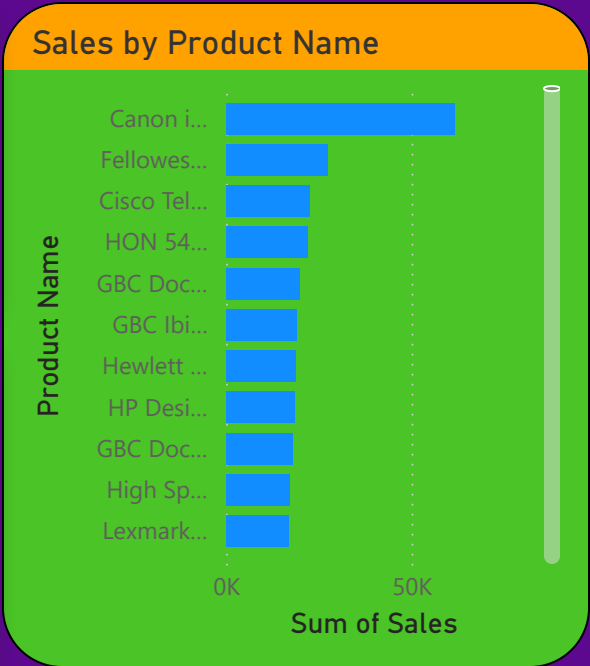


2.30M

Sum of Sales

286.40K

Sum of Profit



# Power BI Dashboard Summary – Superstore Sales Analysis

## Objective:

To provide an interactive and insightful overview of Superstore's sales performance, profit trends, customer segments, and shipping methods across various regions and product categories.

### 1. Sales Trend Over Time

- **Chart:** Line Chart
- **Insight:** Shows monthly sales progression, helps identify seasonal patterns or growth trends.

### 2. Sales & Profit by Category

- **Chart:** Clustered Bar Chart
- **Insight:** Compares sales and profit margins across major product categories (Furniture, Office Supplies, Technology).

### 3. Profit by Sub-Category

- **Chart:** Treemap
- **Insight:** Highlights sub-categories contributing most and least to profit.

### 4. Region and Sales

- **Chart:** Filled Map
- **Insight:** Geographical performance with region-wise sales distribution.

### 5. Segment-wise Sales

- **Chart:** Donut Chart
- **Insight:** Displays how different customer segments (Consumer, Corporate, Home Office) contribute to overall sales.

### 6. Sales by Product Name

- **Chart:** Bar Chart
- **Insight:** Shows preference and usage of different shipping modes.

### 7. Sum of Sales Card

- **Visual:** Card Visuals
- **Insight:** Displays total sales for quick reference.

### 8. Sum of Profit Cards

- **Visual:** Card Visuals
- **Insight:** Displays total profit for quick reference.