Task 2: Data Visualization and Storytelling
Report Task 2
Elevate Labs

1. Dataset Used

- **Dataset:** Superstore Sales Dataset
- **Source:** Kaggle
- **Content:** Contains detailed sales records across regions, categories, sub-categories, shipping modes, customer segments, and time..

2. Project Objective

- To perform visual storytelling and business intelligence reporting using Power BI.
- The goal was to identify sales trends, profit drivers, regional performance, and other actionable insights

3. Tools Used

- Power BI Desktop for dashboard development
- Superstore dataset (CSV format)
- Visual elements: Bar charts, Line charts, Pie charts, Maps, Forecasts, and Donut charts

4. Dashboard Highlights

- Total Sales: 2 Million USD
- Total Orders: 22K
- Total Profit: 175K USD
- Ship Days Average: 4 days
- California and New York are top performing states in terms of sales.
- West and East regions lead in revenue generation.
- Office Supplies is the highest revenue-generating category.
- December has the highest monthly sales due to seasonal spikes.

5. Sales Forecasting

- Using Power BI forecasting tools, we projected future sales trends using historical data. Significant growth is expected in Q1 2021, with expected sales ranging between 3K and 10.6K per peak days.

6. Visual Storytelling Strategy

- Used colors and layout to group related visuals.
- Minimal clutter and clear legends/titles.
- Focused on actionable KPIs for business decisions.
- Supported every chart with a clear business question.

7. Key Insights & Recommendations

- Reduce discounting in categories with high sales but low profit.
- Promote profitable sub-categories like Phones and Chairs.

- Invest in regions like Central and South to boost performance.
- Expand efforts on Corporate and Home Office segments, which are most profitable.

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