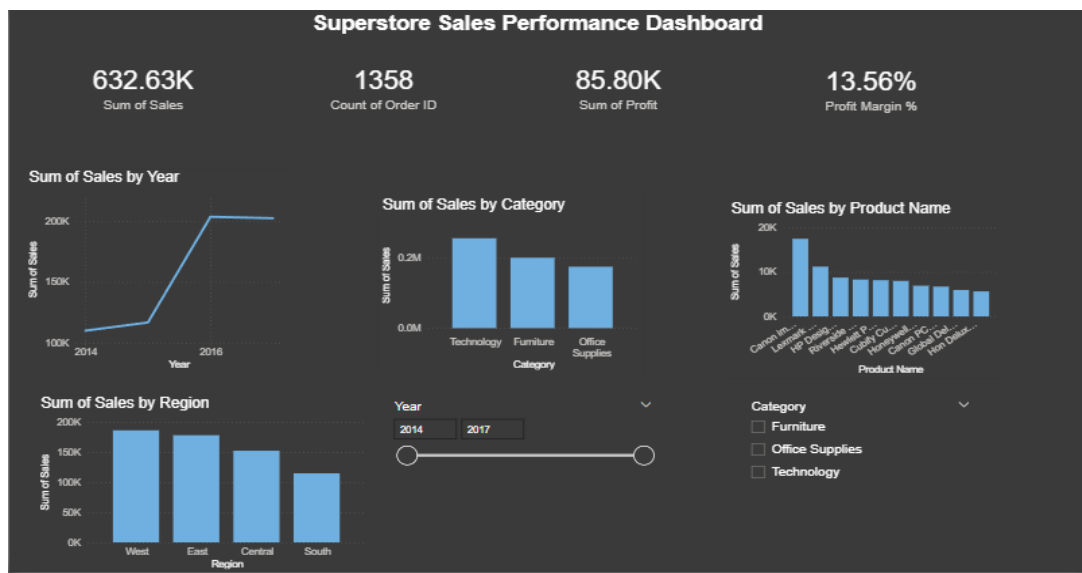**Title:**
Superstore Sales Performance Dashboard using Power BI

Name:
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Application:
Data Analyst – Assignment for Ready.io

1. Dataset Used

Dataset: Sample Superstore
Type: Sales & Orders data
Key Fields: Order Date, Ship Date, Category, Sub-Category, Region, City, Sales, Profit, Quantity, Discount, Year, Month Name

2. Tool Used

Tool: Microsoft Power BI Desktop
Used for data cleaning (Power Query), modeling, DAX measures, and interactive dashboard creation.

3. Key KPIs

KPI	Value
Total Sales	632.63K
Total Profit	85.80K
Total Orders	1358
Profit Margine %	13.56%

4. Visualizations Included

- **Sales Trend by Year:** Line chart showing how total sales changed from 2014–2017.

- **Sales by Category:** Column chart comparing sales across Technology, Furniture, and Office Supplies.

- **Top 10 Products by Sales:** Bar chart showing highest revenue products, filtered using Top N.

- **Sales by Region:** Column chart comparing regional performance (West, East, Central, South).

5. Filters / Slicers

- **Year Slicer:** Allows users to focus on a specific year range.

- **Category Slicer:** Filters all visuals by selected product categories.
  Together, these make the dashboard fully interactive for business users.

6. Insights Summary

1. Sales show strong growth from 2014 to 2016, indicating an expanding business.

2. Technology is the highest revenue-generating category, contributing the largest share of total sales.

3. A small set of top products contributes a major portion of revenue, showing dependency on key SKUs.

4. West and East regions lead in sales, while the South region underperforms and needs improvement strategies.

5. Overall profit margin is ~13.56%, indicating moderate profitability with scope to optimize pricing and discounts.

6. Despite good total sales, some products may have lower profitability, suggesting a need to review discounting or cost structure.

7. The current order volume (1358 orders) shows a healthy customer base, but increasing average revenue per order can further boost growth.

7. Dashboard File Link

 Power Bi Dashboard File:
[https://drive.google.com/file/d/10OHY1mtDafihJC_HvsIGNXIFZJBzU4hR/view?usp=sharing]

8. **Challenges & Solutions**

Challenges	Solution
Date fields were not recognized as dates	Used Power Query to change data types and remove conversion errors.
Needed to calculate profit margin	Created a DAX measure using DIVIDE on Total Profit and Total Sales.
Choosing meaningful KPIs & visuals	Focused on core business questions: revenue, profit, orders, categories, regions, and top products.