**Walmart Sales Dashboard using Power BI**

**Objective:** The goal of this project was to create a dashboard that visualizes key performance indicators (KPIs) for Walmart sales data, offering insights into sales trends, product performance, and regional metrics.

#### **Dataset Description:**

* **Dataset Name**: SuperStore Sales Dataset
* **Source**: The dataset contains various fields like product category, sales, profits, order date, segment, and region, allowing us to analyze different aspects of Walmart's sales performance.  
  **Fields used**:
  + Category
  + Sub-Category
  + Ship Mode
  + Order Date
  + Segment
  + Region
  + Sales, Profit, Quantity

#### **Dashboard Overview:**

The dashboard was created using Power BI and focuses on multiple metrics related to sales, profit, and customer segments.

**Components**:

1. **Sales by Category**:

* Visualizes sales based on the main product categories such as Office Supplies, Technology, and Furniture.
* Insight: Office Supplies showed the highest sales with $0.64M.

1. **Sales by Sub-Category**:

* Shows the top-performing product sub-categories such as Phones, Chairs, and Binders.
* Insight: Phones had the highest sales at $0.20M.

1. **Sales by Ship Mode**:

* Displays sales based on shipping modes, including Standard, Second Class, First Class, and Same Day shipping.
* Insight: Standard Class shipping generated $0.91M in sales.

1. **Sales and Profit by Month (2019-2020)**:

* A time series analysis showing sales and profit trends across two years.
* Insight: Sales peaked in December of each year, with significant profit spikes.

1. **Sales by Segment**:

* Divides sales into Consumer (48%), Corporate (33%), and Home Office (19%) segments.

1. **Sales by Region**:

* Visualizes sales based on the regions: West, East, South, and Central.
* Insight: The West region showed the highest sales with 33%.

1. **Sales by Payment Mode**:

* Displays the distribution of sales based on payment methods: COD, Online, and Cards.
* Insight: COD represented the highest share (43%) of sales.

1. **Sales by State**:

* Shows the geographical distribution of sales across various states.
* Insight: California contributed the most with $0.34M in sales.

1. **Sales Forecast**:

* A 15-day sales forecast was generated using historical data to project future sales trends.
* Insight: Expected sales values for the next two weeks are also visualized.

#### **Technologies Used:**

* **Power BI**: Used for data visualization and dashboard creation.
* **Dataset**: SuperStore Sales dataset in Excel format.

**Insights & Conclusion**:

**This dashboard provides a comprehensive view of Walmart’s sales performance, highlighting the top-performing categories, regional variations, and shipping preferences. The forecast offers useful predictions for future sales, helping the business optimize stock and shipping methods.**