

Power BI- Super Store Sales

Superstore Sales – Step-by-Step in Power BI

1. Load the Data

- Open **Power BI Desktop**.
 - Click on **Home > Get Data > Text/CSV**.
 - Import the file: Sample - Superstore.csv.
 - Review the columns and ensure data types are correct (e.g., Order Date as Date, Sales and Profit as Numbers).
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2. Sales and Profit by Region

- **Chart Type:** Clustered Bar Chart
 - **Fields:**
 - **Axis:** Region
 - **Values:** Sales
 - **Tooltip:** Profit (optional for more context)
 - “West” is the highest region.
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3. Sales Over Time

- **Chart Type:** Line Chart
 - **Fields:**
 - **Axis:** Order Date (set to hierarchy: Year → Month)
 - **Values:** Sales
 - **Highlight:** Used shape to show the spike in late 2022.
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4. Profit vs. Discount

- **Chart Type:** Scatter Plot
- **Fields:**
 - **X-Axis:** Discount
 - **Y-Axis:** Profit
 - **Details:** Product Name (for more granularity)

- **Insight:** Added a label for “Copiers” to show strong performance with moderate discount range.
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5. Top 5 Products by Sales

- **Chart Type:** Bar Chart
 - **Fields:**
 - **Axis:** Product Name
 - **Values:** Sales
 - **Filter:** On visual level, set filter to show **Top 5 products by Sales**.
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6. Profit by Segment

- **Chart Type:** Donut Chart
 - **Fields:**
 - **Legend:** Segment
 - **Values:** Profit
 - **Design:** Highlighted “Consumer” as the most profitable segment.
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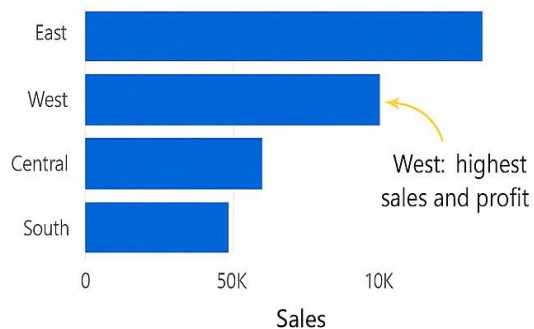
7. Visual Design Enhancements

- Used clean and consistent **colours** (avoid clutter).
- Added **title and subtitles** to each visual.
- Used **arrows or shapes** to highlight trends or outliers.
- Ensure alignment and spacing of charts is neat.

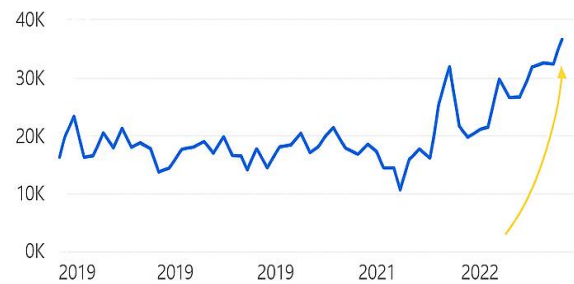
Superstore Sales Overview



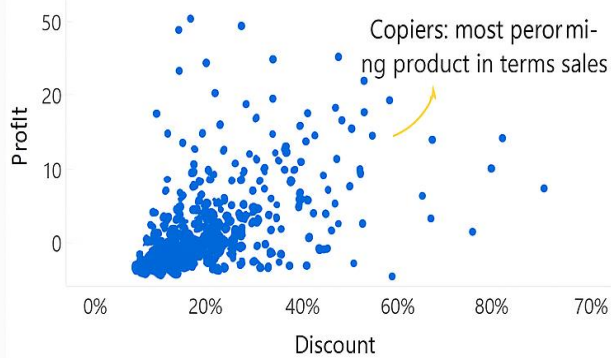
Sales and Profit by Region



Sales Over Time



Profit vs. Discount

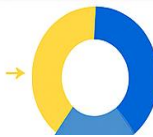


Top 5 Products by Sales



Profit by Segment

Copiers: most profitable segment in terms of



Consumer: most profitable segment

Visualization of Sales