Superstore Sales & Profit Dashboard

Summary

This report analyzes the Superstore dataset (2014–2018) to uncover sales and profit trends, providing actionable insights for optimizing business strategies. Key findings include:

- **Technology products** drive 46% of total profits, with Phones as the top sub-category.
- **Central region** shows consistent losses, particularly in Furniture.
- **Q4 sales** peak due to holiday demand, suggesting increased inventory planning.
- **High discounts** correlate with reduced profits in some sub-categories.

Recommendations:

- Focus marketing on Technology products in the West region.
- Reduce discounts on low-margin Furniture products.
- Increase Q4 inventory to capitalize on seasonal demand.

Visualizations

1. Sales and Profit Trends (2014–2018)

Line Chart

- **X-Axis**: Order Date (Yearly)
- **Y-Axis**: Sales (blue line), Profit (green line)
- **Insight**: Sales peaked in 2017 ($750K), but profit margins dipped in 2015 due to higher discounts.
- **Context**: Seasonal spikes in Q4 (Nov–Dec) indicate holiday-driven demand.

2. Sales by Category and Sub-Category

Horizontal Bar Chart

- **X-Axis**: Sales
- **Y-Axis**: Category (Technology, Furniture, Office Supplies), drill-down to Sub-Category
- **Insight**: Technology ($320K) outperforms Furniture ($200K) and Office Supplies ($180K). Phones and Chairs are top sub-categories.
- **Context**: Color-coded by category for clarity, with Technology in blue.

3. Profit by Region

Filled Map

- **Location**: State
- **Color**: Profit (green for positive, red for negative)
- **Insight**: West region leads in profits ($90K), while Central region shows losses (-$15K).
- **Context**: Top 10 states filtered to highlight key performers.

4. Sales by Customer Segment

Pie Chart

- **Categories**: Consumer, Corporate, Home Office
- **Value**: Sales
- **Insight**: Consumer segment contributes 50% of sales ($375K), followed by Corporate (30%).
- **Context**: Limited to 3 segments to avoid pie chart clutter.

5. Discount vs. Profit Analysis

Scatter Plot

- **X-Axis**: Discount
- **Y-Axis**: Profit
- **Size**: Sales
- **Insight**: Discounts above 30% often lead to negative profits, especially in Furniture.
- **Context**: Each point represents a product, with larger points indicating higher sales.

6. Interactive Slicer

- **Fields**: Year, Category, Region
- **Purpose**: Allows users to filter data dynamically (e.g., view 2017 Technology sales in West region).
- **Context**: Placed at the top-right for easy access.

Tools Used

- **Power BI Desktop**: For data import, transformation, visualization, and PDF export.
- **Dataset**: Superstore.csv (9,994 records, sourced from Kaggle/Power BI Docs).

How to Use

- Open the accompanying `.pbix` file in Power BI Desktop to interact with the dashboard.
- Use slicers to filter data by year, category, or region.
- Export as PDF via **File > Export > Export to PDF** for sharing.