

Sample Superstore Profit Report – Documentation

1. Project Overview

The *Sample Superstore Profit Report* is an interactive Power BI dashboard designed to analyze sales, profit, and quantity performance across various regions, categories, and sub-categories in the Sample Superstore dataset. The dashboard provides insights into:

- Overall Sales
- Overall Profit
- Total Quantity Sold
- Yearly Profit Trends
- Profit Distribution by Category and Segment
- Profit Contribution by Sub-Category
- Region-wise breakdown of performance

This report helps business users identify high-performing categories, profitable regions, and yearly profit trends.

2. Key KPIs (Displayed at the Top)

KPI	Value	Description
Sum of Sales	2.30M	Total sales across all orders
Sum of Profit	286.4K	Total profit generated
Sum of Quantity	38K	Total quantity of items sold

3. Filters Used

State Filter (Left Panel)

A slicer allowing users to filter the dashboard by selecting individual U.S. states.

4. Tables and Visuals Included

A. Sub-Category vs Region Table

A matrix displaying profit for each sub-category across 3 regions:

- Central
- East
- South

Sub-Category	Central	East	South
Accessories	33,956.08	45,033.37	27,272
Appliances	13,582.03	34,188.47	19,582
Art	5,765.34	7,485.76	4,655
Binders	56,923.28	53,498.00	37,003
Chairs	85,230.65	96,660.88	45,171
Total	501,239.89	678,781.24	391,721

This table shows performance variation across regions.

5. Visual Insights

A. Line Chart – Sum of Profit by Year and Quarter

Shows the profit trend from 2016 to 2019.

Key numbers from chart:

- 2016: 4K
- 2017: 9K → 22K
- 2018: 23K → 16K
- 2019: 15K → Highest: 30K

Insight: Profit increases significantly in Q4 of most years.

B. Bar Chart – Profit by Sub-Category

Top contributors:

- **Copiers — 56K**
- **Phones — 45K**
- **Accessories — 42K**
- **Paper — 34K**

Lowest contributors:

- Envelopes — 7K
- Art — 7K
- Labels — 5K

Insight: Most office-related products are profitable; art/labels contribute less.

C. Donut Chart – Profit by Category

- Furniture: **18.45K (6.44%)**
- Office Supplies: **122.49K (42.77%)**
- Technology: **145.45K (50.79%)**

Insight: Technology is the most profitable category, followed by Office Supplies.

D. Donut Chart – Profit by Segment (First Segment Chart)

Values shown:

- **Consumer: 134.12K (46.83%)**
- **Corporate: 91.98K (32.12%)**
- **Home Office: 60.3K (21.05%)**

Insight: Consumer segment drives nearly half the total profit.

E. Donut Chart – Profit by Segment (Second Segment Chart)

(This seems like a duplicate view, perhaps filtered differently.)

Values shown:

- **Consumer: 108.42K (37.86%)**
 - **Corporate: 91.52K (31.96%)**
 - **Home Office: 39.71K (13.86%)**
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6. Overall Insights Summary

1. **Total sales are 2.30M** with a profit of **286K**, indicating a positive margin.
 2. **Technology** is the most profitable category (~50%).
 3. **Consumer segment** contributes the highest profit.
 4. Profit peaks during **Q4 of each year**, showing seasonal increase.
 5. **Copiers, Phones, and Accessories** are the highest-profit subcategories.
 6. The **East region** is the most profitable among the three visible regions.
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7. Files Included in the GitHub Folder

1. **Power BI File (.pbix)** – Main report
 2. **Dataset (.csv)** – Orders data
 3. **Screenshots Folder** – Dashboard screenshots
 4. **Documentation (.md)** – This document
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8. How to Use the Dashboard

1. Open the PBIX file in Power BI Desktop.
2. Use the **State** slicer to filter data by region.
3. Hover on visuals to see detailed tooltips.
4. Use visuals to explore trends, category performance, and region-wise profit.