**Insight Report: Sales Dashboard Analysis (Superstore Dataset)**

**Overview:** This dashboard was built using the Superstore Sales dataset to analyze sales performance by category, region, and over time (month). The main aim is to uncover key trends and business opportunities using interactive visuals.

**Visual Components Used:**

1. **Line Chart** – Sales over Time (Monthly):  
    Displays how sales have changed month-by-month. Helps in identifying sales spikes and seasonal trends.
2. **Bar Chart** – Sales by Region:  
    Compares sales across Central, East, West, and South regions.
3. **Donut Chart** – Sales by Category:  
    Shows contribution of each category (Technology, Furniture, Office Supplies) to total sales.
4. **Slicers (Filters):**
   * Region
   * Category
   * Order Date (converted to Month-Year format)

**Key Insights:**

1. Technology category leads in total sales, contributing over 35% to total revenue.
2. The West region outperformed others consistently, especially during the third and fourth quarters.
3. Sales were highest in November and December, indicating strong holiday demand.
4. Furniture sales showed irregular patterns — likely due to higher prices and infrequent purchases.
5. Office Supplies had consistent but lower sales, good for regular promotions.

**Recommendations:**

* Focus Q4 marketing efforts on Technology products.
* Improve strategies in the South region to boost performance.
* Offer bundle deals for Furniture + Office Supplies to increase average order value.
* Use the identified peak sales months to forecast future inventory and staffing.

**Outcome:** This dashboard helps understand business performance at a glance, identify top-performing segments, and plan data-driven strategies for marketing, sales, and inventory.

**Tool Used:** Power BI  
 **Dataset:** Superstore\_Sales.csv  
 **Prepared by:** Angel Suri