SUPERSTORE SALES ANALYTICS DASHBOARD

By: Beldar Jahnavi
Domain: Data Analytics
Tools Used: Python, MySQL, Power BI

1. INTRODUCTION

The project 'Superstore Sales Analytics Dashboard' aims to analyze sales, profit, discount, and quantity data to extract actionable insights that help businesses make data-driven decisions. The dataset used contains order-level details including product categories, customer segments, shipping modes, and regions. The main goal is to evaluate business performance, identify profit-generating segments, detect underperforming areas, and provide strategic recommendations for improvement.

2. ABSTRACT

This project explores sales and profit data from a retail superstore to understand trends and business performance. Data was cleaned using Python (Google Colab), stored and queried in MySQL Workbench, and visualized using Power BI to create an interactive dashboard. The dashboard includes KPIs, monthly performance trends, regional sales maps, and category-wise comparisons. The insights help business leaders make informed decisions on discount strategy, category focus, and inventory management.

3. TOOLS USED

Tool	Purpose
Python (Google Colab)	Data cleaning and preprocessing
MySQL Workbench	Database creation, data storage, and SQL queries
Power BI	Data visualization and dashboard building

4. STEPS INVOLVED IN BUILDING THE PROJECT

Data Collection: Imported Sample – Superstore.csv dataset containing order, product, and region details.

Data Cleaning (Python): Removed duplicates, handled missing values, formatted date columns, and exported a cleaned CSV file.

Database Integration (MySQL): Created a database, imported the cleaned dataset, and wrote SQL queries for category-wise, region-wise, and monthly summaries.

Data Visualization (Power BI): Connected Power BI to MySQL, created KPIs, and designed visuals such as Monthly Trends, Treemap, Map, and Waterfall Chart.

Insights & Analysis: Identified that Technology drives 38% of total sales, West region performs best, Furniture shows losses, and discounts over 20% reduce profit margins.

5. CONCLUSION

The Superstore Sales Analytics Dashboard effectively summarizes the company's sales performance through interactive visualizations. By identifying strong and weak product categories, regional variations, and discount patterns, businesses can make smarter, data-backed decisions. This project demonstrates a complete data analytics workflow — from cleaning and storing raw data to building a polished BI dashboard for insight generation.