POWER BI PROJECT

SUPER STORE SALES DASHBOARD AND SALES FORECASTING

By:
Bishal Budhakshetri

- Objective
- Description of Objective
- Super Store Sales Dashboard
- Sales Forecasting
- Project Insights
- Conclusion

OBJECTIVE

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on time series analysis, to provide valuable insights and accurate sales forecasting.

DESCRIPTION

1. Dashboard Creation: Identify the KPIs, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity

2. Data Analysis: Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts

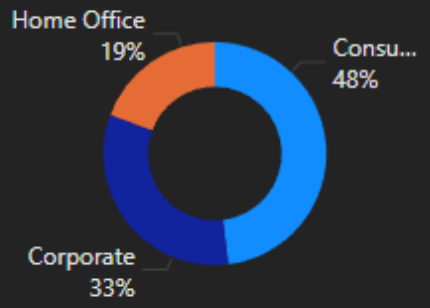
3. Sales Forecasting: Leverage historic data and apply time series analysis to generate sales forecasts for next 15 days

4. Actionable Insights and Recommendations: End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarket's goals for growth, efficiency, and customer satisfaction

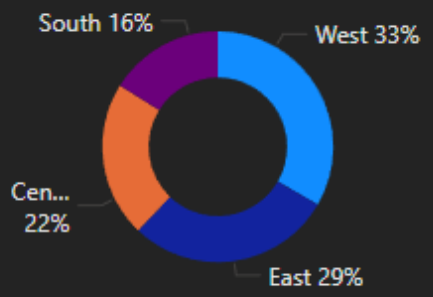
Super Store Sales Dashboard

Central | East | South | West

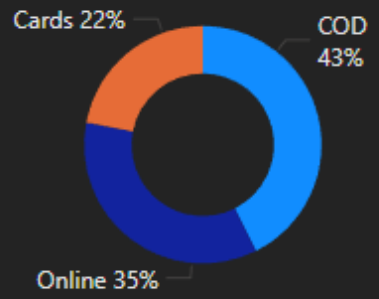
Sales by Segment



Sales by Region

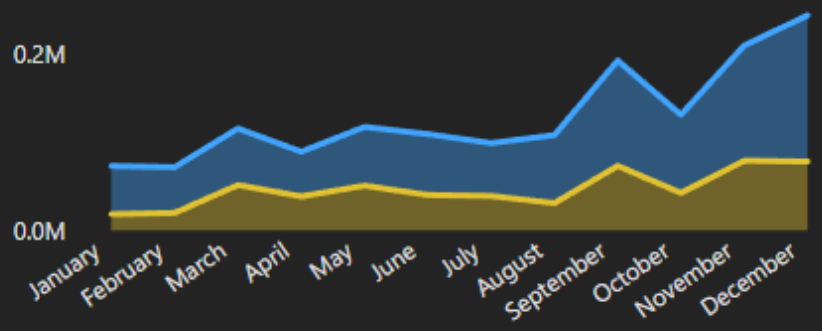


Sales by Payment Mode

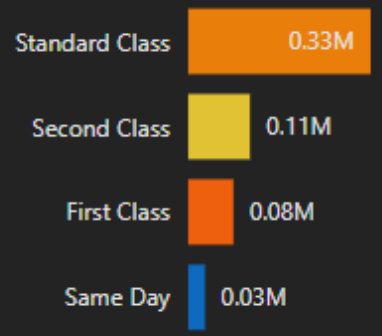


Quantity	Sales	Profit	AVG- Delivery Day
22.3K	1.6M	175K	4

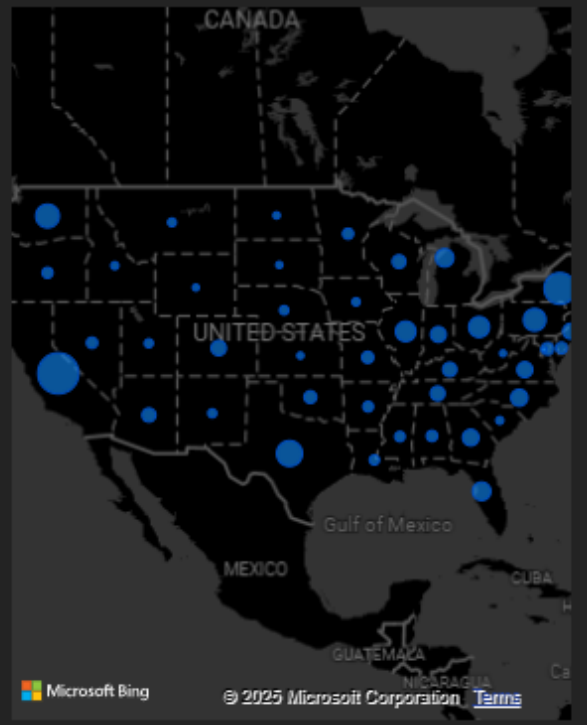
Sales by Month



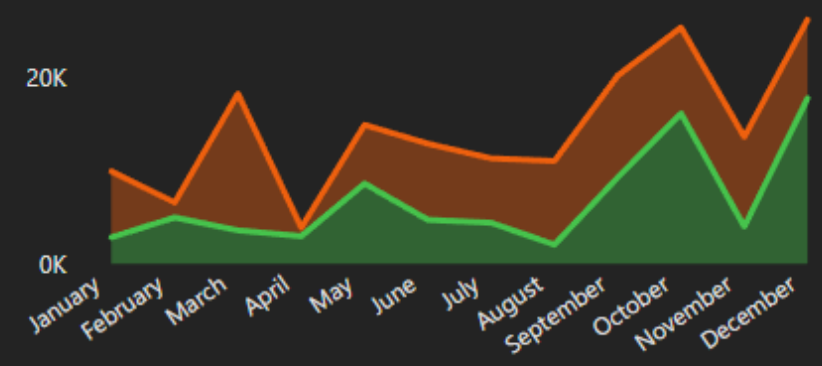
Sales by Ship Mode



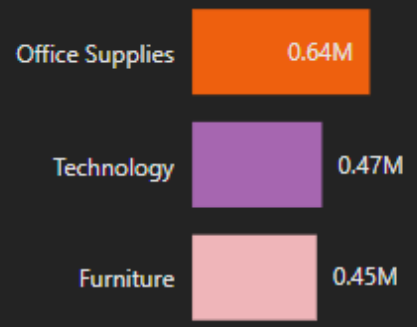
Sum of Sales and Sum of Profit by State



Profit by Month

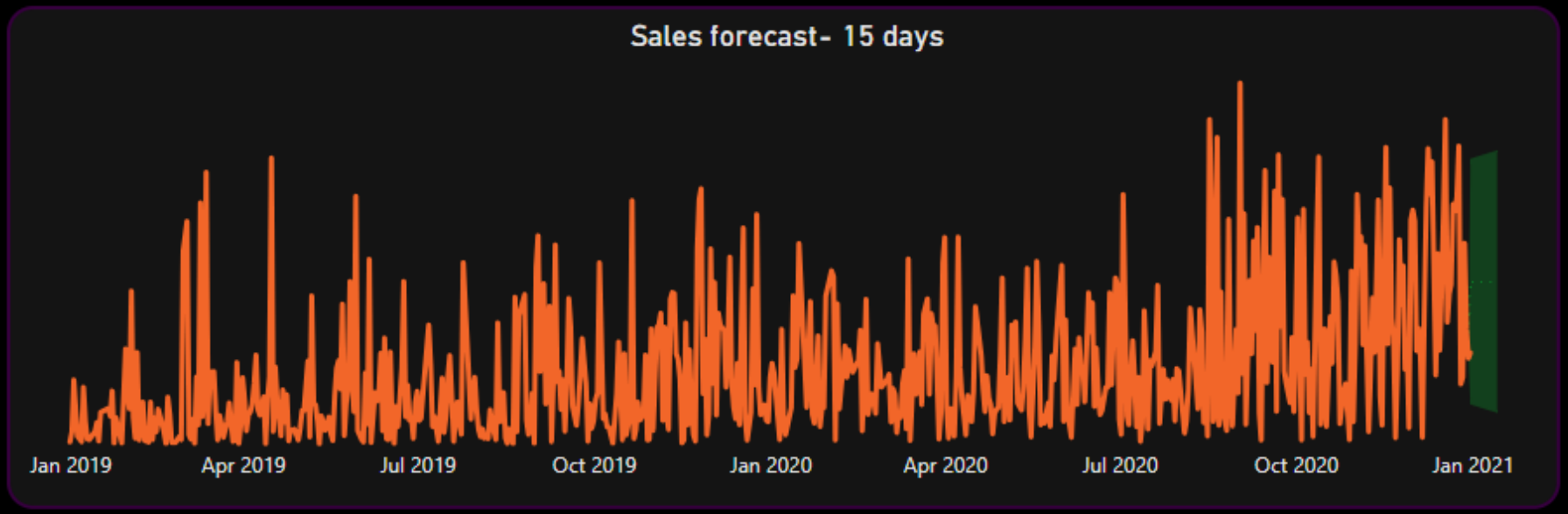


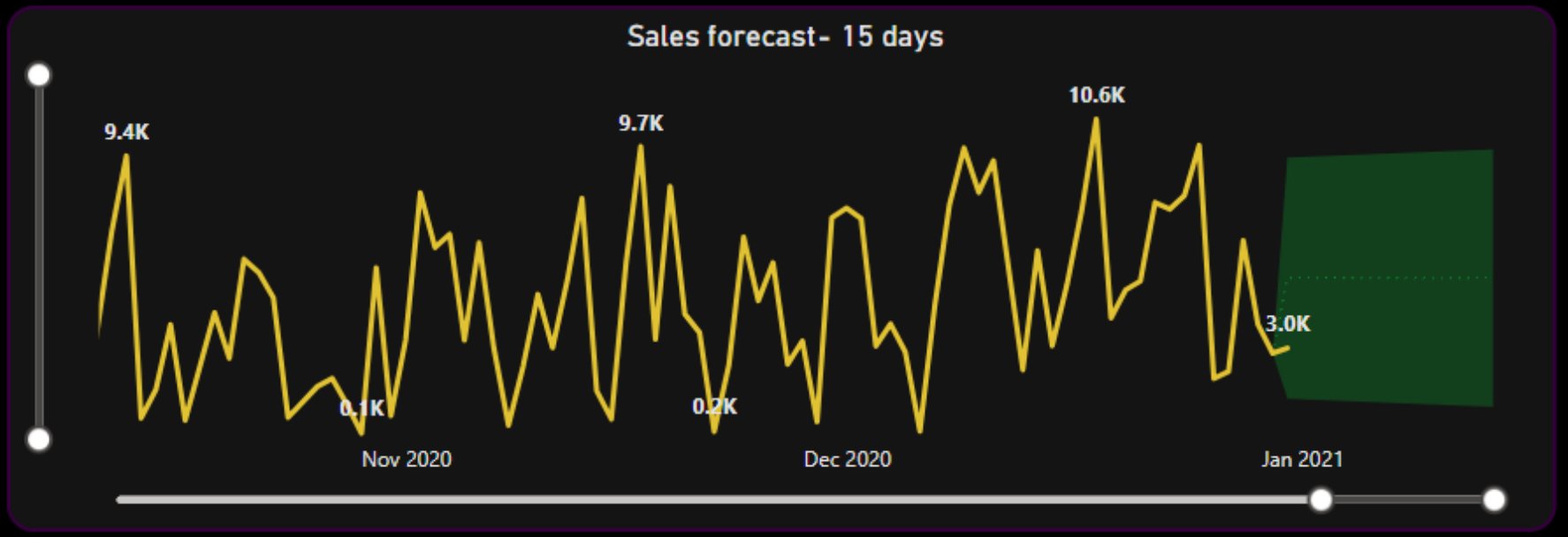
Sales by Category

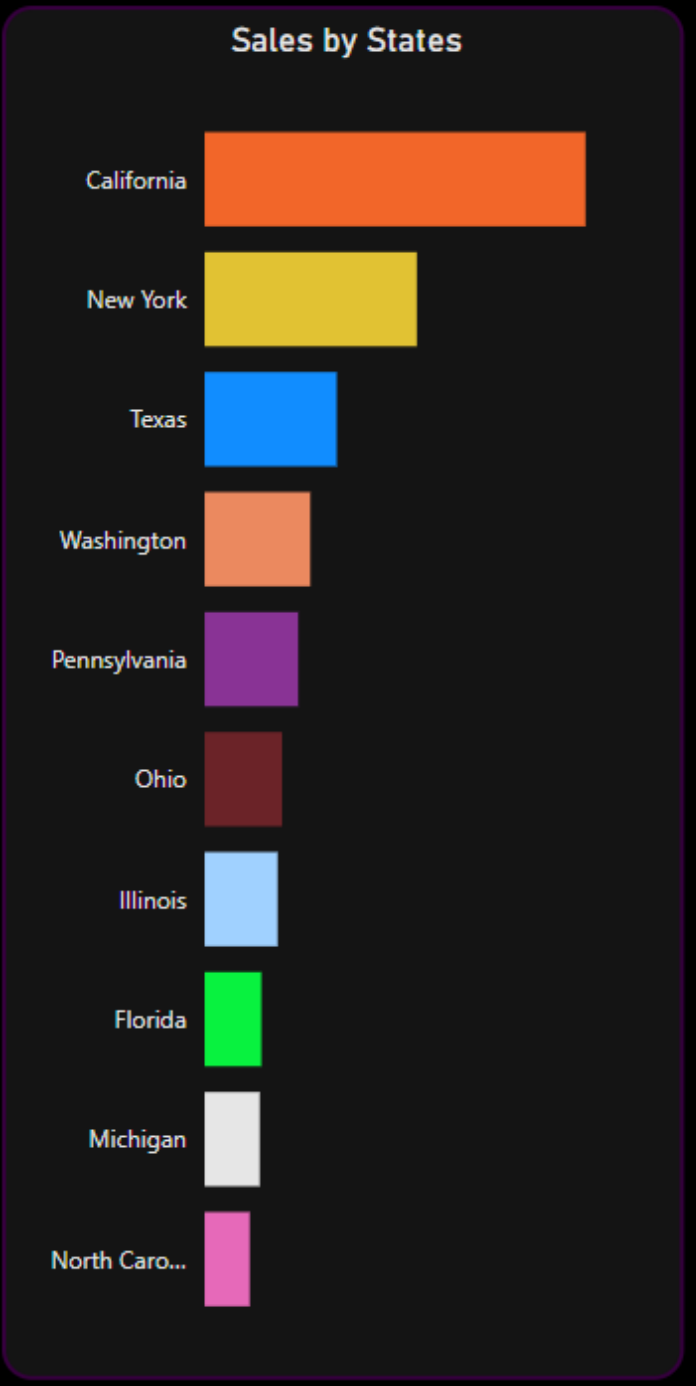


Sales by SubCategory

Super Store Sales Forecast- 15 Days Forecast







PROJECT INSIGHTS

- **Payment Modes**: Cash on Delivery is the most used, followed by Online Payment and Cards.
- **Regional Sales**: West region leads with 33% sales; California is the top-performing state.
- **Sales by Segment**: Consumer segment accounts for 48% of total sales.
- **Monthly Trends**: December has the highest sales; October records the highest profits.
- **Category Analysis**: Office Supplies is the top category; Phones lead among sub-categories.
- **Shipping Modes**: Standard Class is the most used shipping mode.

CONCLUSION

- This Power BI project provides actionable insights into sales trends, customer preferences, and regional performance.
- Key findings highlight opportunities to boost profits through targeted promotions, optimize shipping strategies, and focus on high-performing categories and segments.
- These insights can drive informed decision-making and enhance overall business growth.

Thank you ☺

By:
Bishal Budhakshetri