

Superstore Sales Data Dashboard – Summary & Insights

Understanding: Building a Clean Dashboard and Visual Data Summary

Creating a clean dashboard in Power BI involves collecting, cleaning, and visualizing business data in a way that helps decision-makers quickly understand key trends and performance metrics. A good dashboard should:

- Use **clear KPIs** (like Total Sales, Profit, Quantity) to give an instant overview of business performance.
- Include **visuals** such as bar charts, line graphs, and pie charts to show data distribution across time, region, and category.
- Maintain a **consistent layout and minimal color scheme** to keep the design professional and easy to interpret.
- Allow **interactive filtering** (e.g., by region or category) so users can explore the data dynamically.

This helps business users make **data-driven decisions**, identify top-performing products or regions, and recognize seasonal sales trends.

Dashboard Insights

1. **Category Performance:** The Furniture category contributes the highest share of total sales (41.11%), followed by Technology (30.05%) and Office Supplies (28.84%). This indicates that Furniture is the top revenue driver.
2. **Regional Sales:** The West region leads in sales with around \$0.5M, followed by East (\$0.45M), Central (\$0.34M), and South (\$0.25M). Focusing on the South region could help improve overall performance.
3. **Monthly Sales Trend:** Sales show a rising trend towards the year-end, peaking in December (245K) and October (210K). This suggests strong holiday season performance and potential for targeted marketing during these months.
4. **Overall Summary:** The dashboard reports 1.57M total sales, 175.26K profit, and 22K total quantity sold. Profit margins appear stable across months with slight dips mid-year, indicating consistent business growth.

