



Superstore Performance Analysis Dashboard

A Power BI-Driven Exploration of Sales, Customers, and Product Insights

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INDEX



AGENDA

Content:

- Objective of the Dashboard
- Pages Covered:
 1. Homepage & Navigation
 2. Sales & Profit Overview
 3. Customer Insights & Behavior
 4. Product Performance
- Key Takeaways



HOMEPAGE



DASHBOARD HOMEPAGE

Content:

- **Purpose:** Serve as the entry point to various analyses
- **Features:**
 - Title: *"Superstore Performance Analysis"*
 - Navigation buttons: Seamless access to individual dashboard pages
 - Filters/Slicers available on all pages:
 - Order Date
 - Segment
 - Category
 - Region
 - Ship Mode
- **Key Value:** User-friendly layout for intuitive exploration



Superstore Performance Analysis

Homepage

Sales_Overview

Customer_Insights

Product_Insights



DASHBOARD 1



SALES AND PROFIT OVERVIEW

◆ KPI Cards:

- **Total Customers:** Indicates the breadth of customer reach.
- **Total Sales & Total Profit:** Show overall revenue generation and profitability.
- **Total Orders:** Reflects sales activity and engagement.
- **Profit Margin:** Helps assess efficiency in converting sales to profit.

◆ Visuals & Insights:

1. Monthly Sales & Profit Trend (Line Chart)

- Clear seasonality or spikes in specific months (e.g., year-end or Q2 peaks).
- Profits may not rise proportionally with sales—highlighting possible cost or discount issues.

2. Sales by Region and Segment (Bar Chart)

- Certain **regions** (e.g., West, East) consistently drive higher sales.
- **Corporate** or **Consumer** segments dominate sales but may differ in profitability.

3. Profit by Sub-Category (Bar Chart)

- Some sub-categories (e.g., **Chairs, Tables**) show high revenue but low or negative profit.
- Others like **Binders** or **Phones** may provide steady profit despite modest sales.

4. Sales vs. Profit vs. Quantity (Scatter Chart)

- Helps identify products or categories with high sales but low profit (e.g., high quantity sold but poor margin).
- Categories clustered in low-profit regions should be investigated.



Sales and Profit Overview



Order Date

1/3/2014



12/30/2017



793

Total_Customers

5009

Total_Orders

2.30M

Total_Sales

286.40K

Total_Profit

0.12

Profit_Margin

Segment: All



☐ Consumer

☐ Corporate

☐ Home Office

Category: All



☐ Furniture

☐ Office Supplies

☐ Technology

Region

All

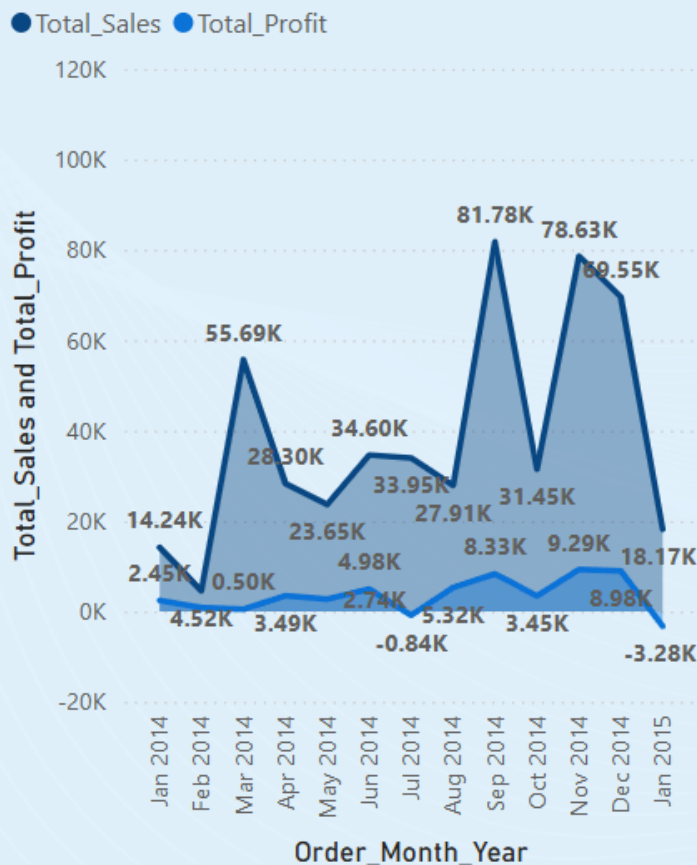


Ship Mode

All

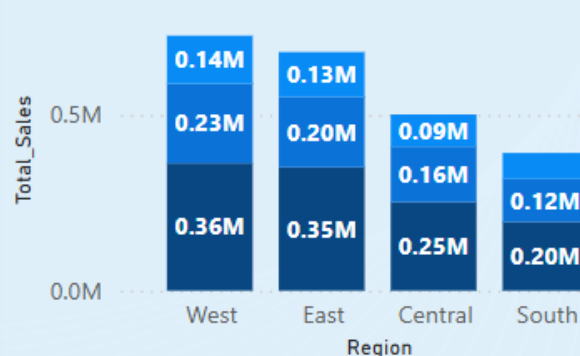


Total_Sales and Total_Profit by Order_Month_Year

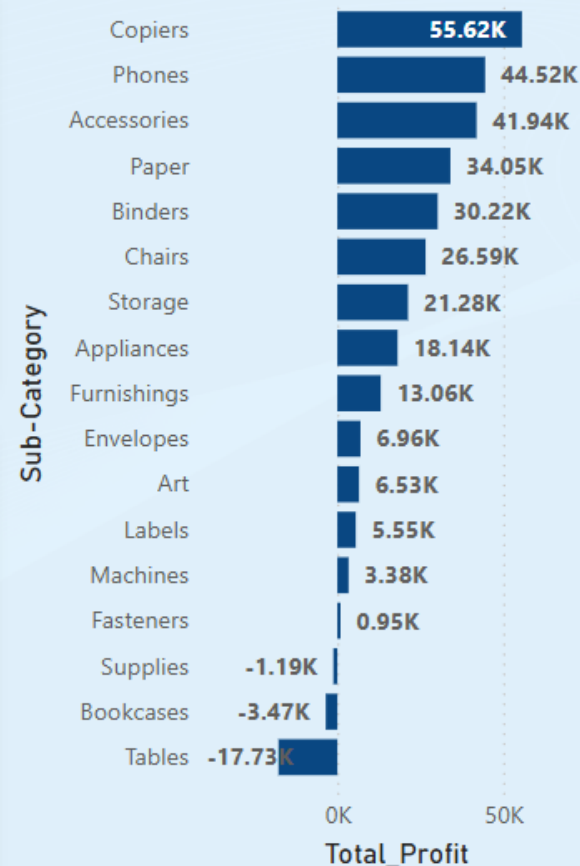


Total_Sales by Region and Segment

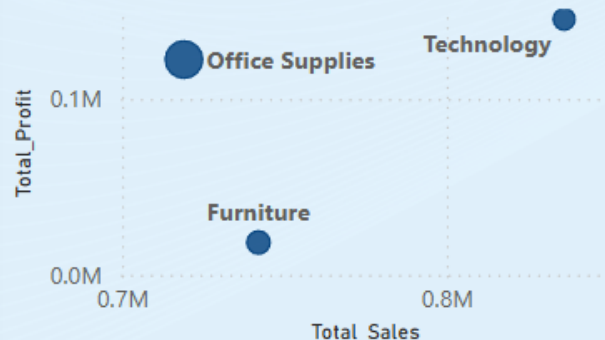
Segment ● Consumer ● Corporate ● Home Office



Total_Profit and Total_Sales by Sub-Category



Total_Sales, Total_Profit and Sum of Quantity by Category





DASHBOARD 2



CUSTOMER INSIGHTS AND BEHAVIOR

◆ KPI Cards:

- **Total Customers:** Indicates the breadth of customer reach.
- **Average Order Value:** Reflects the typical transaction size — important for understanding purchasing behavior.
- **Average Sales per Customer:** Helps assess customer contribution toward revenue.

◆ Visuals & Insights:

1. Total Sales by State (Bar Chart)

- Identifies states contributing the most to revenue.
- Highlights regional disparities in customer engagement.

2. Map: Total Customers, Total Sales & Profit by State and Region

- Combines customer count, sales, and profit in a geographic context.
- Makes it easy to spot underperforming or high-potential regions.

- **Average Profit per Customer:** Indicates the profitability of each customer on average.
- **Average Discount per Customer:** Reveals reliance on discounts and potential margin erosion.
- **Customer Repeat Rate:** Measures loyalty and customer retention — critical for sustainable growth.

3. Top 10 Customers by Total Profit (Bar Chart)

- Highlights the most valuable individual customers.
- Helps in targeted relationship management.

4. Average Order Value by Region (Donut Chart)

- Compares typical order size across regions.
- Useful for tailoring regional promotions or pricing strategies.

5. Repeat Customers by Region (Donut Chart)

- Visualizes loyalty distribution by geography.
- Useful for understanding where customer retention strategies are succeeding.



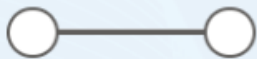
Customer Insights & Behavior



Order Date

1/3/2014

12/30/2017



Segment: All

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Category: All

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

Region

All

Ship Mode

All

793

Total_Customers

2.90K

Avg_Sales_per_Customer

361.16

Avg_Profit_per_Customer

458.61

Avg_Order_Value

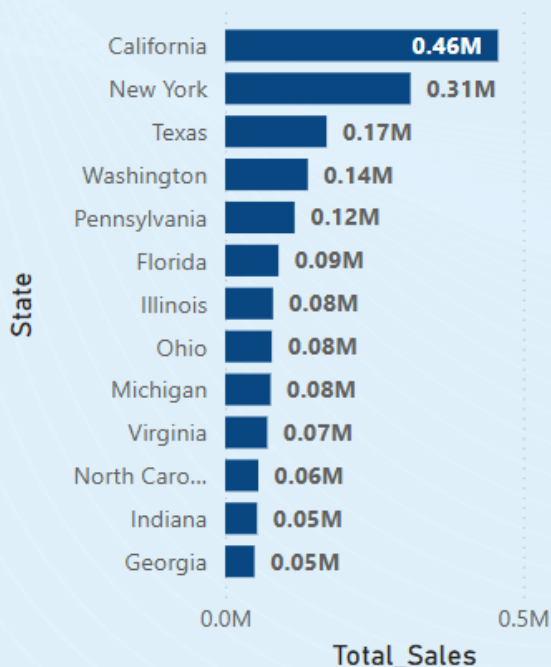
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Avg_Discount_per_Cus...

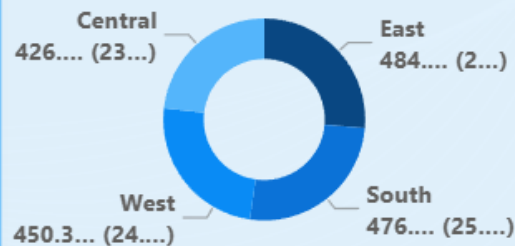
98.49

Customer_Repeat_Rate

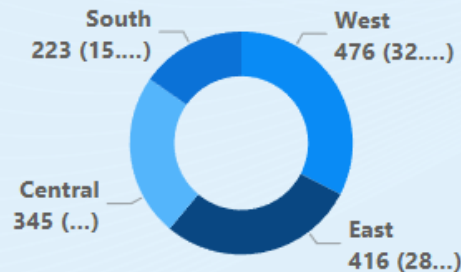
Total_Sales by State



Avg_Order_Value by Region

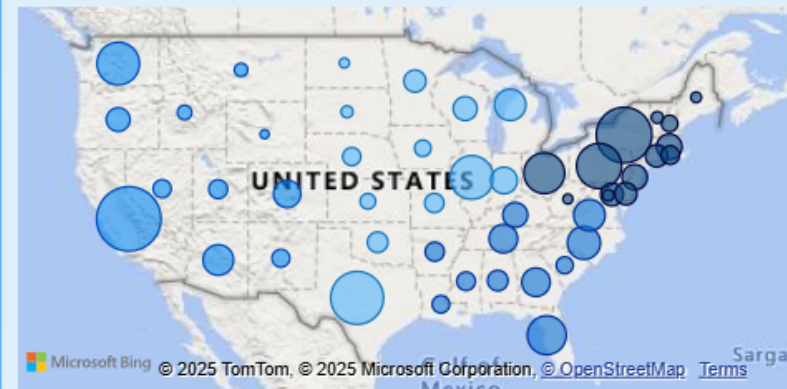


Repeat_Customers by Region

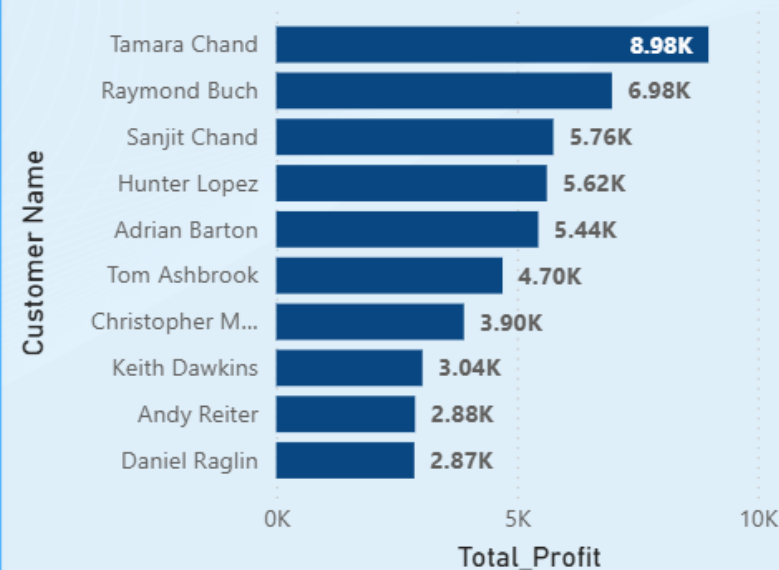


Total_Customers, Total_Sales and Total_Profit by State and Region

Region ● Central ● East ● South ● West



Top 10 Customers by Total_Profit





DASHBOARD 3



PRODUCT PERFORMANCE AND INSIGHTS

◆ KPI Cards:

- **Total Customers:** Number of unique customers purchasing products — helps measure reach and engagement per product line.
- **Total Quantity:** Total units sold — indicates product movement and popularity.

◆ Visuals & Insights:

1. Category vs Sub-Category Matrix Table (with Customers, Orders, Sales, Profit)

- Offers a multi-metric breakdown at both category and sub-category levels.

2. Top 10 Products by Total Sales (Bar Chart)

- Pinpoints the highest revenue-generating individual products.

- **Average Order Value:** Average transaction amount — helps gauge typical sales per order.
- **Average Profit per Product:** Evaluates product profitability, identifying high-margin vs. low-margin items.
- **Average Discount:** Assesses average markdown given — useful for understanding pricing strategy and its impact on margins.

3. Total Profit by Category (Donut Chart)

- Provides a quick view of which product categories contribute most to profit.

4. Total Sales by Segment and Category (Clustered Column Chart)

Compares sales performance across different customer segments and product categories.



Product Performance & Insights



Order Date

1/3/2014

12/30/2017

793

Total_Customers

37.87K

Total_Quantity

458.61

Avg_Order_Value

153.81

Avg_Profit_per_Product

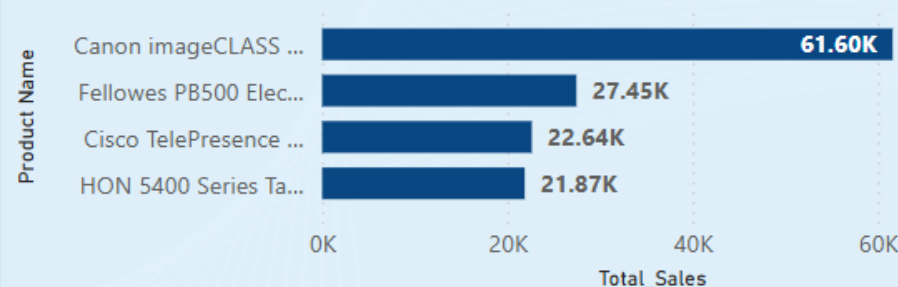
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Avg_Discount

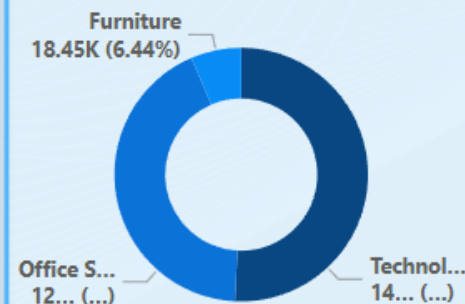
Category vs Sub-Category Analysis

Category	Total_Customers	Total_Orders	Total_Sales	Total_Profit
Furniture	707	1764	741,999.80	18,451.27
Bookcases	195	224	114,880.00	-3,472.56
Chairs	407	576	328,449.10	26,590.17
Furnishings	528	877	91,705.16	13,059.14
Tables	261	307	206,965.53	-17,725.48
Office Supplies	788	3742	719,047.03	122,490.80
Appliances	356	451	107,532.16	18,138.01
Art	494	731	27,118.79	6,527.79
Binders	650	1316	203,412.73	30,221.76
Envelopes	206	249	16,476.40	6,964.18
Fasteners	191	215	3,024.28	949.52
Labels	281	346	12,486.31	5,546.25
Paper	611	1191	78,479.21	34,053.57
Storage	514	777	223,843.61	21,278.83
Supplies	160	187	46,673.54	-1,189.10
Technology	687	1544	836,154.03	145,454.95
Accessories	474	718	167,380.32	41,936.64
Copiers	64	68	149,528.03	55,617.82
Machines	99	112	189,238.63	3,384.76
Phones	511	814	330,007.05	44,515.73
Total	793	5009	2,297,200.86	286,397.02

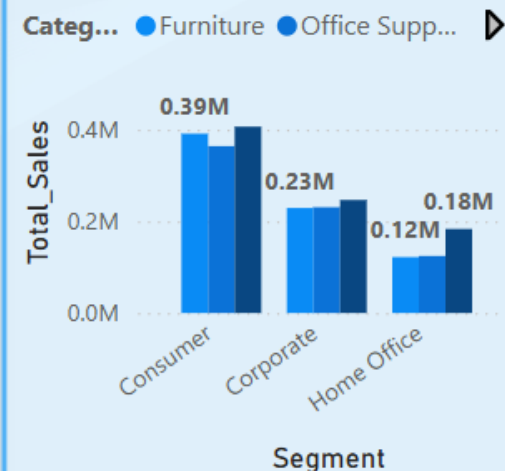
Top 10 Products by Total_Sales



Total_Profit by Category



Total_Sales by Segment and Category



Segment: All

☐ Consumer

☐ Corporate

☐ Home Office

Category: All

☐ Furniture

☐ Office Supplies

☐ Technology

Region

All

Ship Mode

All



THANK YOU