



Superstore Strategic Insights Dashboard

Professional Case Study

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Executive Summary

This case study outlines the development of an enterprise-grade, insight-rich Power BI dashboard designed to enable business leaders to identify key trends, understand performance drivers, and accelerate strategic decisions using real-time data and AI-powered tools. The report showcases an end-to-end business intelligence project built with professional formatting, mobile responsiveness, and Power BI Copilot integration.

Project Overview

The Superstore Strategic Insights Dashboard is structured across 7 analytical pages and a summary board to provide a 360-degree view of business performance:

1. Sales & Profit Trends
2. Product Category Profitability
3. Discount vs Profitability Analysis
4. Customer Segmentation Insights
5. Seasonal Sales Performance
6. Top Customer Profiles
7. Regional Performance (State & City)
8. Executive Summary Dashboard – for decision-makers

Tools & Capabilities

Power BI Desktop & Service | DAX | Power Query | Data Modeling | UX/UI Design | Copilot AI | Storytelling with Data



Key Business Insights

- Sean Miller, the customer with the highest total sales, yielded negative profit due to aggressive discounting — emphasizing that sales volume doesn't equal profitability.
- Technology leads in profit while Office Supplies generates higher sales but at lower margins.
- Corporate segment, while smaller in volume, delivers the strongest profit margins per transaction.
- Discounts exceeding 15% consistently led to losses — suggesting a need for controlled discount policies.
- California and New York emerged as the most profitable states. Texas, despite high sales, showed room for margin improvement.
- Seasonality trends show strong Q4 sales surges, critical for inventory and marketing planning.
- Customer behavior metrics like first and last purchase dates help in churn detection and CLTV evaluation.

PROJECT SUMMARY

This project demonstrates the end-to-end development of a comprehensive Power BI dashboard using Superstore data. It reflects industry-standard practices in data visualization, business intelligence, and data storytelling. The dashboard includes 7 analytical pages and a unified executive summary designed to provide stakeholders with clear, actionable insights.

TOOLS & TECHNOLOGIES

- Power BI Desktop & Power BI Service
- DAX (Data Analysis Expressions)
- Power Query (M Language)
- Data Modeling & Relationships
- Copilot AI for Natural Language Q&A
- Custom Theme JSON for Branding
- KPI Cards, Treemaps, Line & Bar Charts, Donut Charts, Tables, Maps
- UX/UI Design Principles
- Tooltip Enhancements, Drill-through, Dynamic Filtering



THANK YOU

"Data is not just about numbers — it's about understanding behavior, driving decisions, and creating impact."

TESTIMONIAL

"Daniel Amosun consistently delivers dashboards that exceed expectations. His ability to translate complex datasets into visually compelling and actionable insights is exceptional. As a team lead and consultant at InferalQ, he brings a rare blend of business acumen, technical expertise, and user-centric design."

— Project Stakeholder, InferalQ