**Global sales Insights**

We will be looking at a sales dataset that contains product sales information throughout the United States. The dataset contains various customer-related details, including customer names, order and shipment dates, product names, product categories and subcategories, profit made, and so on. This dataset is commonly known as a Sample Superstore dataset. We’ll analyze this dataset to compare sales and profit from each segment, year, and quarter.

We’ll also create a map to show the sales across different states in the USA.

Let’s see the kind of information we can derive from the store data set -:

Overall store sales and performance: The first natural step is to acquire a sense of the store’s performance throughout time. In addition, we must determine which region is more profitable or loss-making than others.

The performance of various states: These states can be mapped in order to comprehend various scenarios. For example, a company may decide to invest more in a state with lower sales but higher earnings. If sales are up but earnings are down in another state, that could be a red flag.

The performance of various customer categories: It’s also crucial for the company to understand which client segments are generating sales and profitability in various categories.

Sales generation by category: We can acquire statistics on specific product categories and how they compare (in terms of sales and profits) within specified geographies and customer segments.

These are requirements to be analyzed and build a dashboard in power bi.