



# Project Report – Interactive Business Insights Dashboard

## Dataset Source & Description

The dataset used in this project is the **Global Superstore dataset** sourced from **Kaggle** ([click here](#)). For this dashboard, I focused only on **India-specific records**.

The dataset contains thousands of sales transactions with details such as **Order ID, Product ID, Customer Name, State, Region, Sales, Profit, Quantity, Discount, Shipping, and more**.

To make the data more structured, I created separate tables in Power BI:

- **Sales (fact table)** – transactional details (sales, profit, quantity, discount).
- **Products (dimension)** – product-level information.
- **Customers (dimension)** – customer and region details.

This allowed me to build a **star schema model** for better analysis.

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## Business Problem

The management team wanted a clear, interactive view of **sales performance in India**. The goal was to identify:

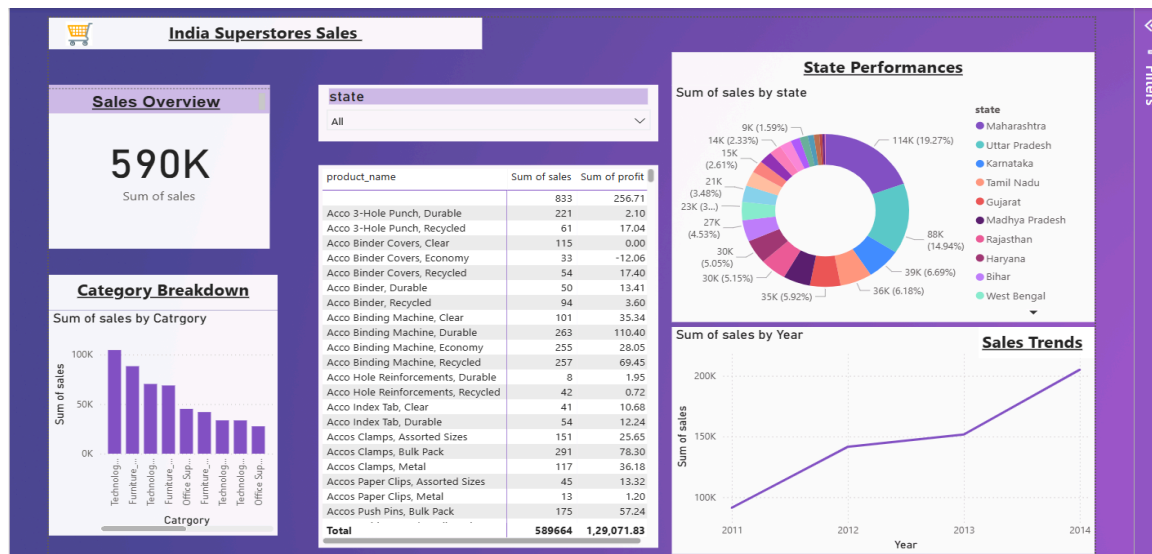
- Which **states** and **regions** are performing best.
- Which **product categories** and **customer segments** drive the most revenue.
- How **profitability trends** vary across regions.
- Whether there are clear **seasonal patterns** in sales.

By addressing these questions, the dashboard helps managers make **data-driven decisions** around sales strategies, inventory planning, and marketing promotions.

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## Key Insights from the Dashboard

1. **Top States by Sales** – Maharashtra, Karnataka, and Delhi generate the highest revenue.
2. **Category Insights** – Technology is the leading category for revenue. Furniture generates sales but shows inconsistent profitability.
3. **Profitability** – Some states have strong sales but low profit margins, which signals issues with pricing, discounting, or costs.
4. **Customer Segments** – The Corporate and Consumer segments are the biggest revenue contributors.
5. **Sales Trends** – Monthly sales show a seasonal pattern, which can be used for forecasting and planning.
6. **KPIs** – Key metrics like **Total Sales**, **Average Profit**, and **Profit Margin** help management quickly evaluate performance.



## Conclusion

The dashboard gives stakeholders a powerful way to explore the business data interactively. It highlights both strengths and weaknesses in sales performance, making it easier for the company to plan future strategies with confidence.