

Sales Dashboard In Power BI

Developed an interactive and visually compelling Sales Dashboard using Power BI to analyze sales performance, revenue trends, and profitability Superstore Data. The dashboard empowered decision-makers with data-driven insights, leading to enhanced sales strategies and improved revenue generation.

Objective:

- **Sales Performance Tracking:** The main objective of this project is to provide a centralized platform to track and monitor sales performance in real-time. This includes monitoring key sales metrics, such as total sales, revenue, and sales growth, to understand the overall health of the sales department.
- **Data Visualization and Insights:** This project aims to present sales data in an intuitive and visually appealing manner. By using interactive charts, graphs, and other visualizations.

Superstore profit report

State

- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas
- ☐ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ District of Columbia
- ☐ Florida
- ☐ Georgia
- ☐ Idaho
- ☐ Illinois
- ☐ Indiana
- ☐ Iowa
- ☐ Kansas
- ☐ Kentucky
- ☐ Louisiana
- ☐ Maine
- ☐ Maryland
- ☐ Massachusetts
- ☐ Michigan
- ☐ Minnesota
- ☐ Mississippi
- ☐ Missouri

2M

Sum of Sales

286K

Sum of Profit

38K

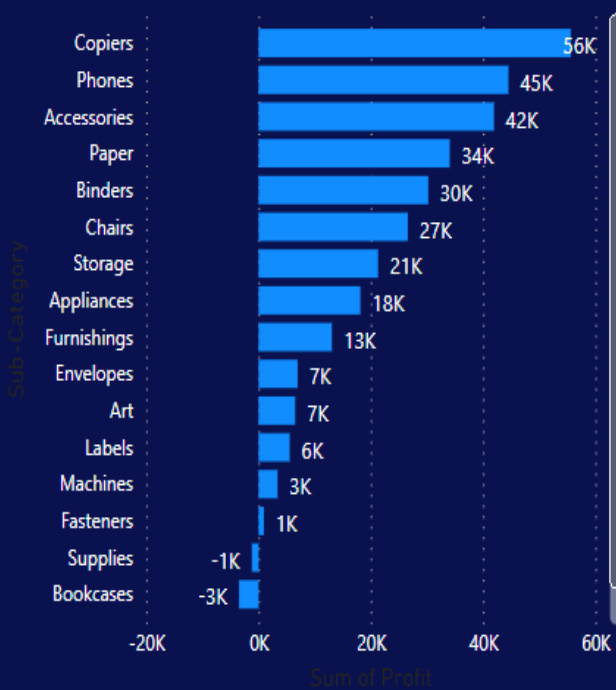
Sum of Quantity

Sub-Category	Central	East	South	West	Total
Accessories	33,956.08	45,033.37	27,276.75	61,114.12	1,67,380.32
Appliances	23,582.03	34,188.47	19,525.33	30,236.34	1,07,532.16
Art	5,765.34	7,485.76	4,655.62	9,212.07	27,118.79
Binders	56,923.28	53,498.00	37,030.34	55,961.11	2,03,412.73
Bookcases	24,157.18	43,819.33	10,899.36	36,004.12	1,14,880.00
Chairs	85,230.65	96,260.68	45,176.45	1,01,781.33	3,28,449.10
Copiers	37,259.57	53,219.46	9,299.76	49,749.24	1,49,528.03
Envelopes	4,636.87	4,375.87	3,345.56	4,118.10	16,476.40
Fasteners	778.03	819.72	503.32	923.22	3,024.28
Furnishings	15,254.37	29,071.38	17,306.68	30,072.73	91,705.16
Labels	2,451.47	2,602.93	2,353.18	5,078.73	12,486.31
Machines	26,797.38	66,106.17	53,890.96	42,444.12	1,89,238.63
Paper	17,491.90	20,172.60	14,150.98	26,663.72	78,479.21
Phones	72,403.28	1,00,614.98	58,304.44	98,684.35	3,30,007.05
Storage	45,930.11	71,612.58	35,768.06	70,532.85	2,23,843.61
Supplies	9,467.37	10,760.12	8,318.93	18,127.12	46,673.54
Total	5,01,239.89	6,78,781.24	3,91,721.91	7,25,457.82	22,97,200.86

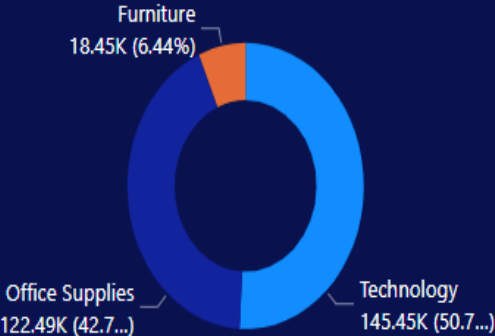
Sum of Profit by Year and Quarter



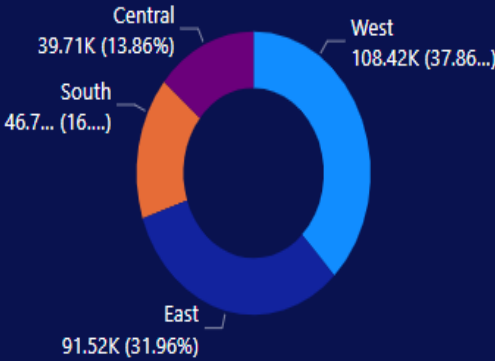
Sum of Profit by Sub-Category



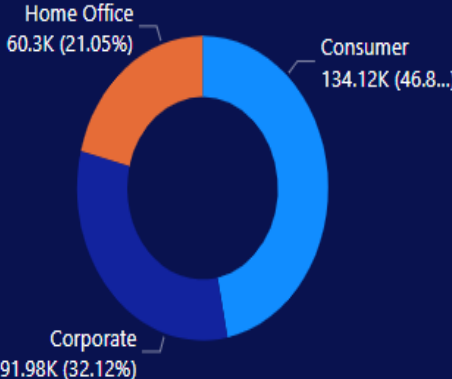
Sum of Profit by Category



Sum of Profit by Region



Sum of Profit by Segment



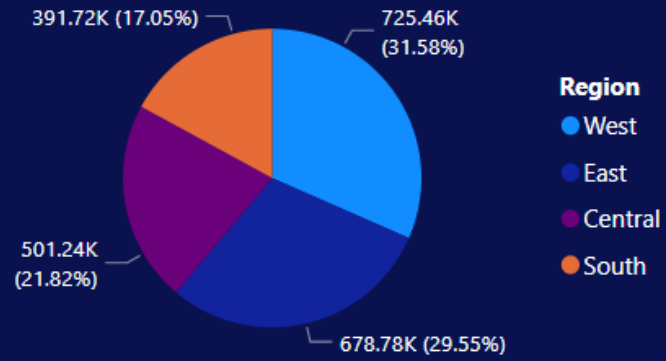
Sum of Sales Based on Order Date

Order Date

03-01-2016

30-12-2019

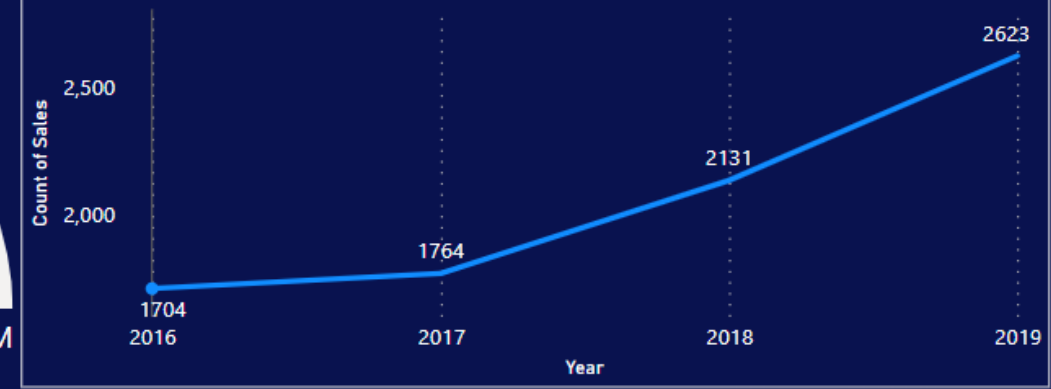
Sum of Sales by Region



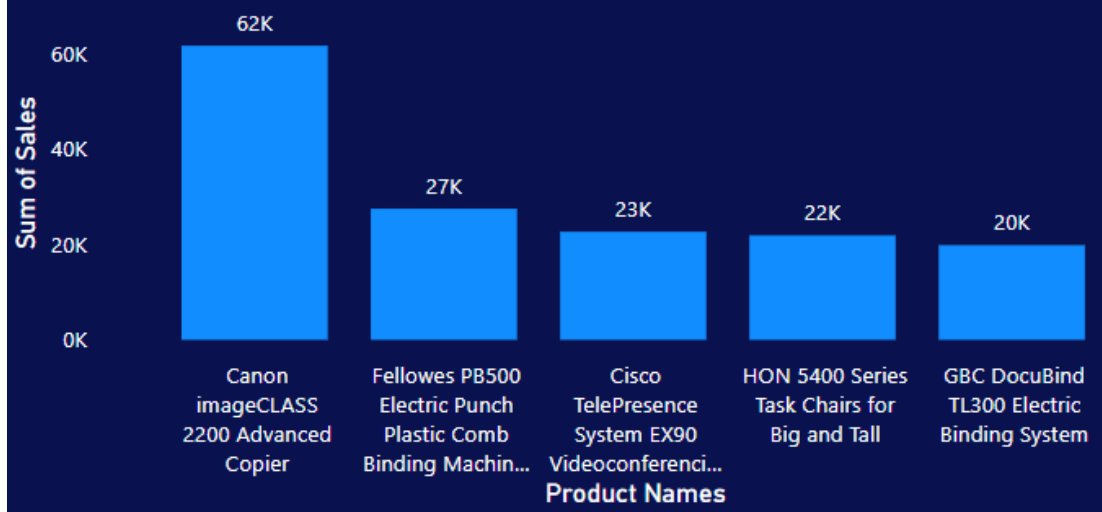
Sum of Sales



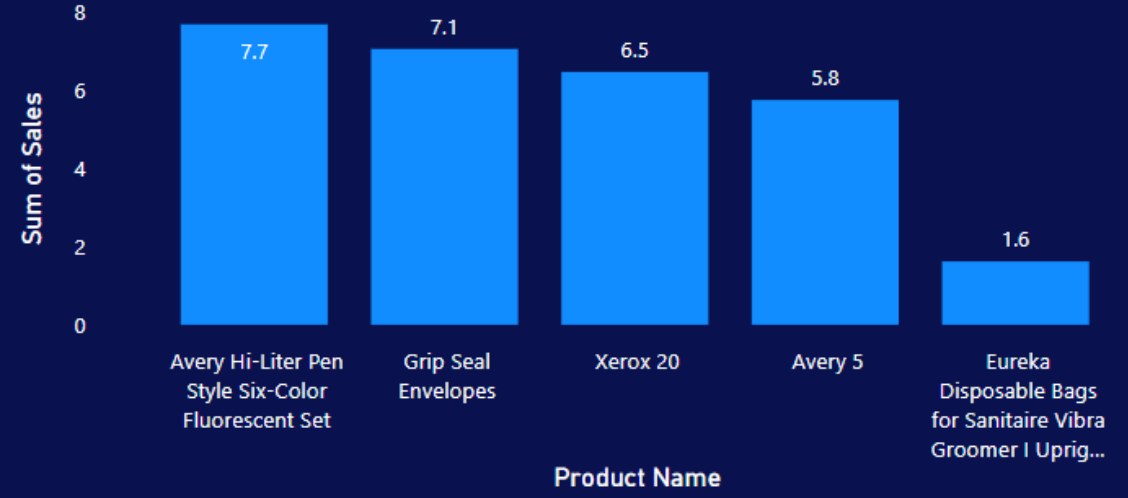
Number of Sales by Year



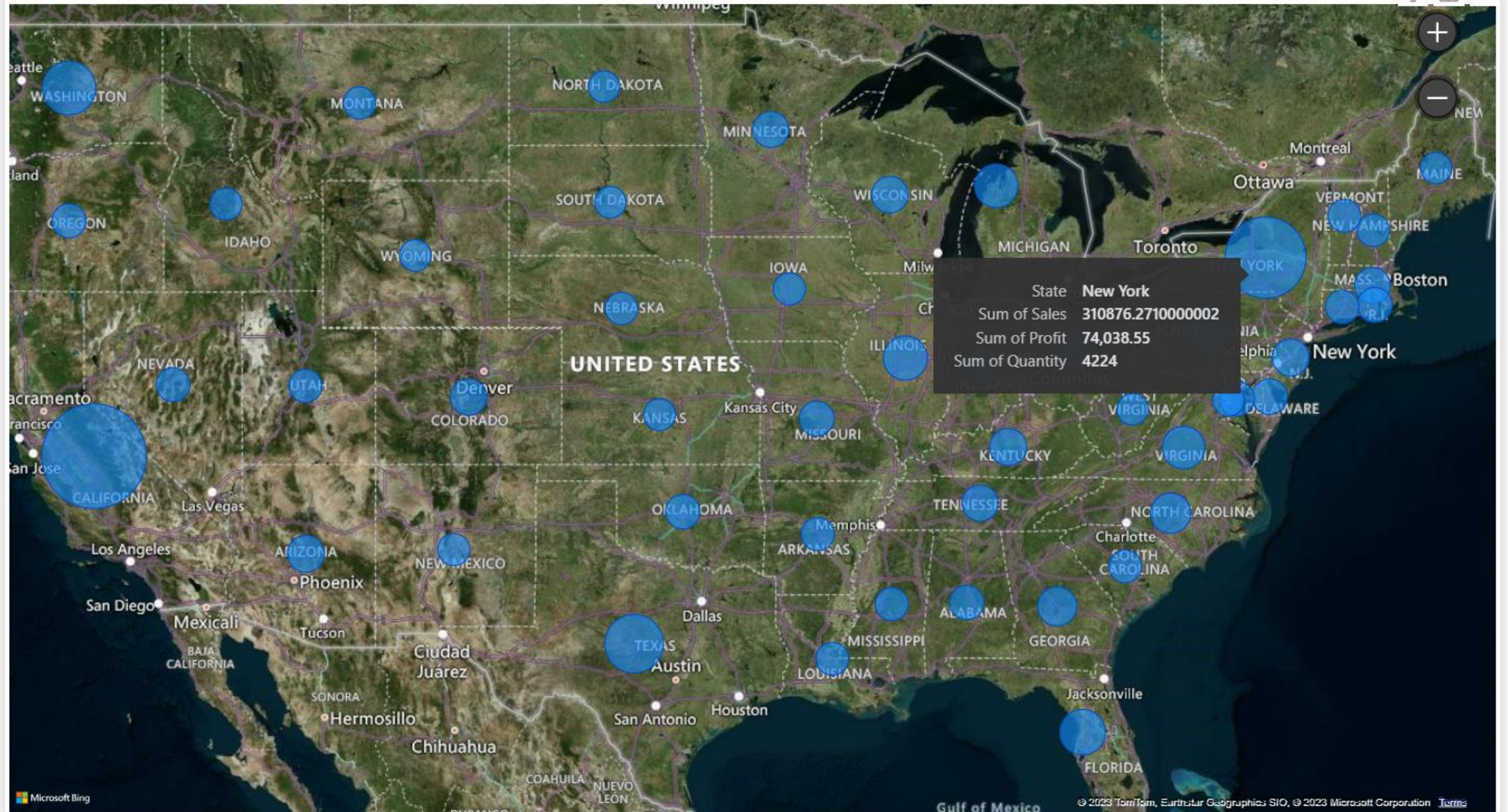
Top 5 Sum of Sales by Product Name



Bottom 5 Sum of Sales by Product Name



Sum of Sales, Sum of Profit and Sum of Quantity by State



- Identified and visualized essential Key Performance Indicators (KPIs) such as gross profit, Sales growth.
- Designed intuitive and interactive visualizations, including line charts, bar graphs, pie charts, maps to present complex sales data in a user-friendly manner.
- Created Dashboard to Answer these Questions
 - ✓ Top/Bottom Products by Sales
 - ✓ Sales by Region
 - ✓ Number Orders By Date
 - ✓ Sum of Profit By Category, Region, Date and Segment
 - ✓ Sum of Sales
 - ✓ Sum of Quantity
 - ✓ Sum of Profit

The Sales Dashboard project played a pivotal role in improving sales performance and profitability for the company. It empowered stakeholders to make informed decisions based on real-time data, leading to increased revenue, optimized sales efforts, and enhanced customer satisfaction.