

Task 8

Super store Dashboard

This interactive Power BI dashboard provides a comprehensive analysis of the Super Store's sales, profit, quantity, and returns across different dimensions. It enables decision-makers to monitor performance, identify trends, and take data-driven actions.

Key Insights & Visuals

1.) KPIs (Top Cards)

- Total Sales: 1.10M
- Total Profit: 132.02K
- Total Orders: 5,009
- Total Customers: 5,009

2) Sales & Profit by Region (Clustered Bar)

- Compares revenue and profit across four regions.
- East and West regions show the highest sales, but profitability varies.

3) Sales & Profit by City (Clustered Bar)

- Highlights top-performing cities in terms of both sales and profit.
- Useful for regional sales strategy adjustments.

4) Sales by Category (Donut Chart)

- Technology leads in revenue share, followed by Furniture and Office Supplies.

5. Sales & Quantity by Category (Combo Chart)

- Shows relationship between sales value and quantity sold for each product category.

6. Order Trends by Year (Line Chart)

- Displays the yearly order count trend from 2014 to 2017.
- Indicates growth or decline patterns over time.

7. Interactive Slicers

- Region, Category, Product Name allow focused analysis.
- Filters dynamically update all visuals on the dashboard for drill-down analysis.

