Sales Dashboard Design - SuperStore Dataset

Welcome to this presentation on designing an interactive sales dashboard using Power BI. This project leverages the SuperStore dataset to provide critical insights for business stakeholders, enhancing decision-making through dynamic visualizations and key performance indicators.

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Project Objective

Interactive Dashboard

Build for business stakeholders

Visualize KPIs

Sales, Profit, Profit Margin

Enable Business Decisions

Through time-series, filters, drilldowns

Power BI

Dataset: SuperStore Sales Data

Source	Kaggle (SuperStore)
Time Range	2014-2017
Records	9,994 records
Key Columns	Sales, Profit, Discount, Region, Category, Order Date

Key Dashboard Features

KPIs Displayed

- Total Sales
- Total Profit
- Profit Margin (%)

Interactive Filters

- Region
- Segment
- Category
- Time

Visual Types

- Cards
- Bar Charts
- Line Charts

Interactivity

- Slicers
- Drillthrough
- Color-coded consistency

$1.1.3M

(up 15% from a last month)

$300K

235%

(up 2% from from last month)

KPI Cards - Key Metrics

$2.3M

Total Sales

Overall revenue generated
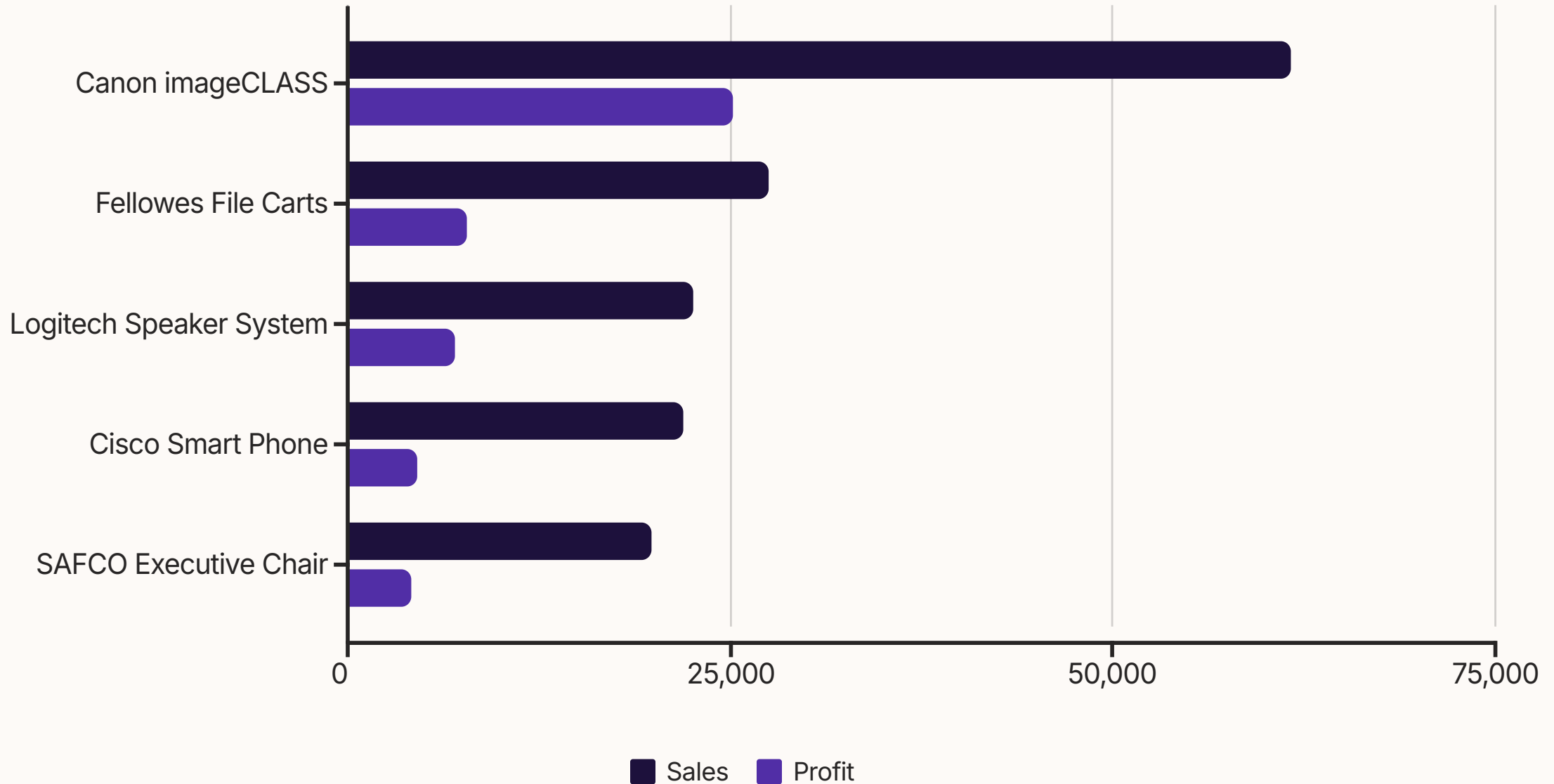
$286K

Total Profit

Net earnings

12.4%

Profit Margin

Profitability percentage

A line chart showing Yearly Sales Trend is also included to provide historical context and highlight growth patterns.

Top Performing Products

Sales ■ Profit ■

This chart quickly identifies top revenue generators and their corresponding profitability. Optionally, a "Top Customers" visual could be added to highlight key accounts.

Made with GAMMA

Key Business Insights

Regional Performance

East region generated highest revenue

South region showed highest profit margin

Category Profitability

Furniture: high sales, lower profit margins

Due to higher discounts applied

Year-over-Year Growth
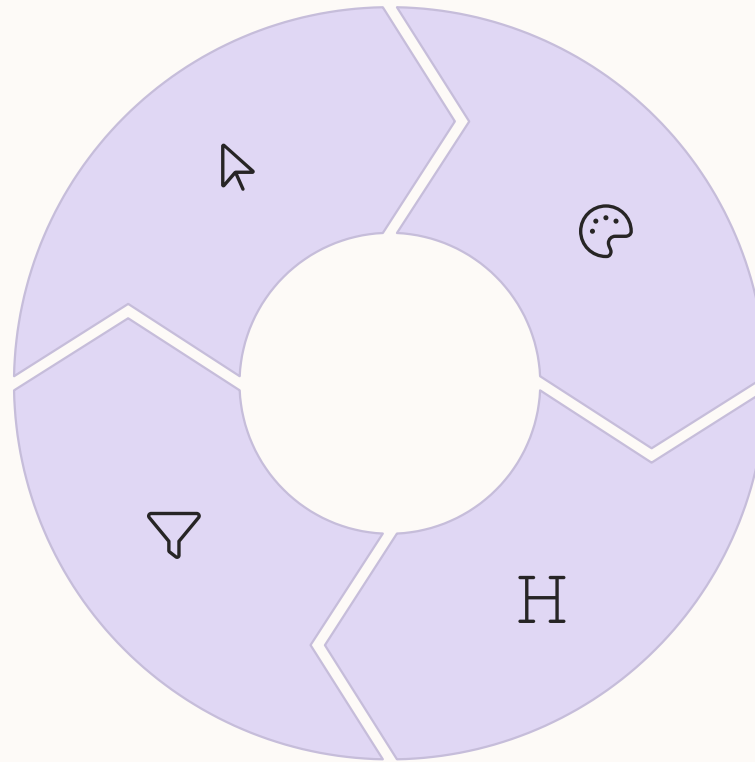
Profitability improved YoY

Despite stable overall sales

Interactivity & Navigation

Page Navigation

Via buttons and bookmarks

Consistent Colors

Sales = Blue, Profit = Green

Intuitive Slicers

For quick data filtering

Dynamic Titles

Based on slicer selections

Learnings & Outcome

Improved Power BI Skills

Enhanced dashboarding capabilities

Stakeholder-Focused Design

Learned to prioritize user needs

Hands-on DAX & Slicers

Practical application of measures

Business Strategy Impact

Understood dashboard role

Thank You!

This project has been an invaluable experience in translating raw data into actionable business intelligence. I am confident these skills will continue to drive effective data-driven decisions.