**Store Sales Dashboard with Forecasting – Project Report**

**Project Title:**

Sales Dashboard & Forecasting for a Retail Store

**Overview:**

The objective of this project is to track and forecast sales, profit, and returns for a retail store using Power BI. The dashboard helps stakeholders understand product performance, regional sales breakdowns, and customer segments, while also predicting future sales to improve planning and inventory control.

**Key Goals:**

* Analyze past sales trends
* Monitor profit margins across regions and categories
* Understand returns and customer behavior
* Forecast future sales to help with demand planning

**Dataset Highlights:**

* **Dates**: Order & Ship Date
* **Customer Info**: ID, Segment, Country, State
* **Product Info**: Category, Sub-Category, Product Name
* **Finance**: Sales, Quantity, Profit, Returns
* **Payment Method**: Cash, Card, UPI, Wallet, etc.

**Tools Used:**

* Power BI (Dashboarding)
* Power Query (Data prep)
* DAX (Time intelligence, YoY growth, profit ratios)
* Forecasting models (Power BI’s analytics tools)

**Business Insights Delivered:**

* **West Region** generated the highest profit, while **South** had high sales but lower margins
* **Office Supplies** and **Technology** outperformed Furniture in average profit per item
* **Returns** were highest for **Phones**, suggesting quality or delivery issues
* Forecasts showed consistent **month-over-month growth**, with a peak in Q4 sales

**Conclusion:**

This project simulates real retail analytics use cases, where forecasting, filtering, and deep insights can drive better business decisions. It demonstrates the practical use of BI tools to solve business problems.