

Superstore Performance Overview Dashboard

This Power BI dashboard provides a comprehensive analysis of Superstore sales performance across regions, categories, and customer segments. The aim is to uncover insights and drive business decisions using interactive visualizations.

Key Features:

- **Regional Analysis:** Customize view by selecting West, South, East, or Central regions.
- **Profit Breakdown:** Visualizes profit across different product categories and customer segments.
- **Sales Trends:** Line chart showing sales trends based on discount levels.
- **Category Insights:** Visuals for total sales and top-performing product categories.
- **Segment Overview:** Breakdown of sales by customer segments – Consumer, Corporate, and Home Office.
- **Geographical Analysis:** Map showing quantity sold by city across global regions.
- **Time Series Analysis:** Trend of sales over time for forecasting and seasonality insights.

Key KPIs:

- **Total Orders:** 2.34K
- **Total Sales:** 503K
- **Total Profit:** 17.07
- **Total Quantity Sold:** 8.82K
- **Average Discount:** 24%

Tools Used:

- **Power BI**
- **Data Cleaning & Transformation:** Power Query
- **Visualization & Storytelling:** Power BI Visuals, DAX measures

Dashboard:

