Dashboard Based On Superstore Sales Dataset

This dataset is particularly useful for developing skills in data visualization, business intelligence, and storytelling, making it an ideal foundation for dashboards, reports, and decision-making simulations.

Key Performance Metrics

- **Total Revenue: ₹ 5.12 Million**
- **Total Profit: ₹ 61.33 Thousand**
- **Total Discount: 41.30**
- **Sales Goal Achievement:**
    - **Achieved: ₹ 5.38K**
    - **Goal: ₹ 2.58K**
    - **% Achieved: +108.64%**

📦 Sales by Category

- **Technology: ₹ 0.22M** – Highest-selling category
- **Office Supplies: ₹ 0.15M**
- **Furniture: ₹ 0.13M**

Insight: Technology leads in revenue generation among all categories.

🌐 Sales by Region

- **West: ₹ 0.07M**
- **East: ₹ 0.06M**
- **Central: ₹ 0.05M**
- **South: ₹ 0.04M**

Insight: The West region is the top-performing region in terms of sales.

🏢 Sales by City

Sales data is visually represented on a map by region, helping identify geographical strengths:

- Regions are color-coded:
    - Central (Purple), East (Blue), South (Light Blue), West (Red)
- Densely clustered data in North America.

❇️ Sales by Sub-Category (Top Performers)

- **Phones:** 77K units
- **Chairs, Copiers, Machines:** ~49K units each

- **Accessories & Storage:** ~46K units each

Insight: Phones are the top-selling sub-category.
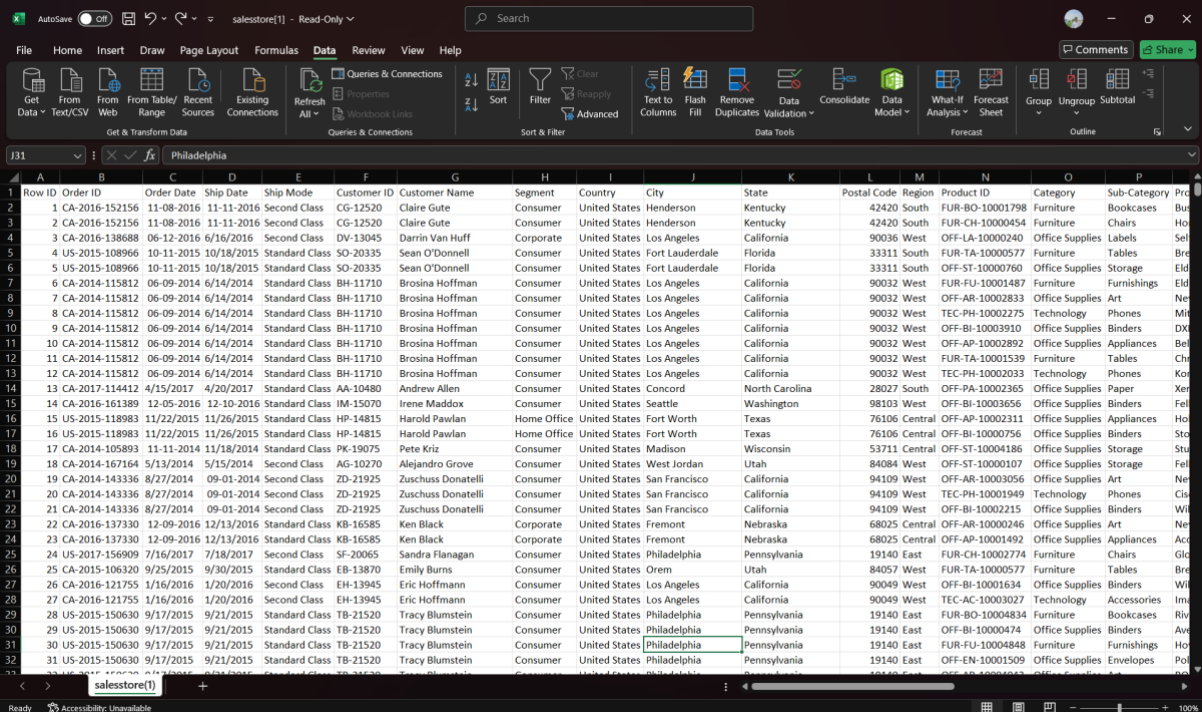
👥 Customer Insights

- A customer-wise breakdown of purchases is shown along with:
  - **Customer Name**
  - **Region**
  - **Product Name**

Insight: Useful for identifying high-value customers and popular products by customer location.

🔧 Tools Used

- **Power BI Desktop**
- Data Visualizations: Bar Charts, Maps, KPIs, Card,Tables
- Interactivity: Filters & Region-based Highlight

Excel dataset before data cleaning

Transformed dataset

Sales based on store dashboard