

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

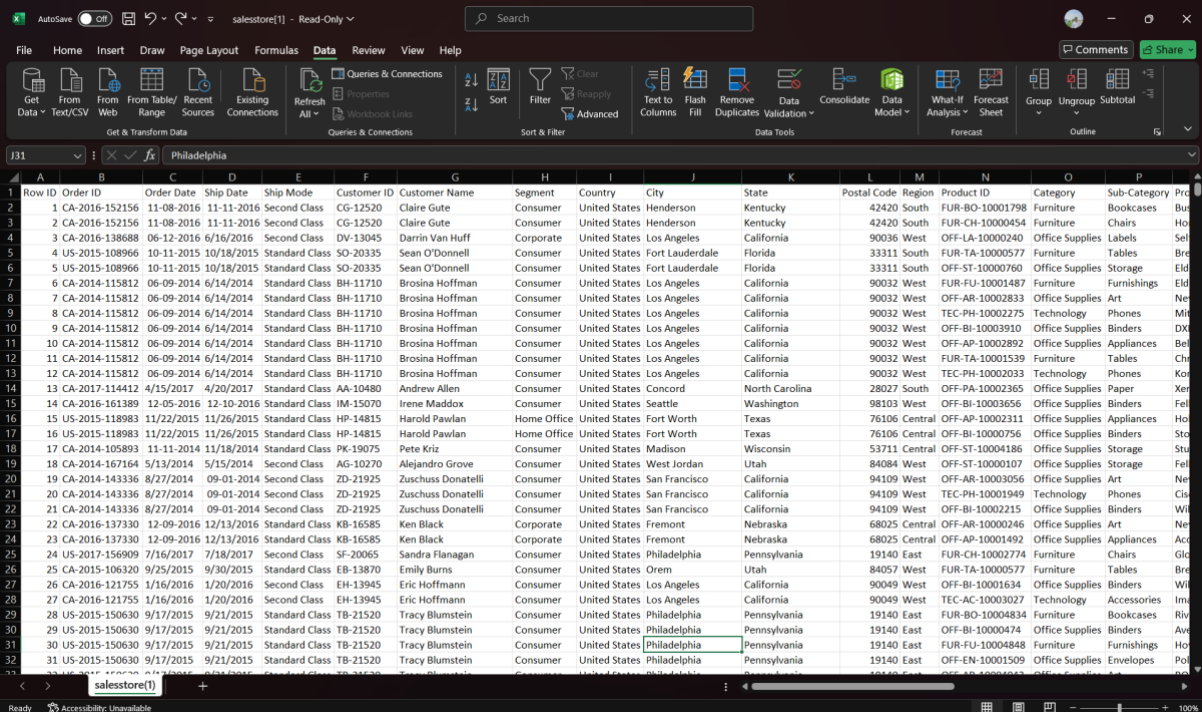
- A customer-wise breakdown of purchases is shown along with:
 - **Customer Name**
 - **Region**
 - **Product Name**

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



Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Name	Segment	Country	City	State	Postal Code	Region	Product ID	Category	Sub-Category	Product Name
1	CA-2016-152156	11-08-2016	11-11-2016	Second Class	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420	South	FUR-BO-10001798	Furniture	Bookcases	Butterfly Bookcase
2	CA-2016-152156	11-08-2016	11-11-2016	Second Class	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420	South	FUR-CH-10000454	Furniture	Chairs	Honoring Chair
3	CA-2016-138688	06-12-2016	6/16/2016	Second Class	DV-13045	Darrin Van Huff	Corporate	United States	Los Angeles	California	90036	West	OFF-IA-10000240	Office Supplies	Labels	Selago Label
4	US-2015-108966	10-11-2015	10/18/2015	Standard Class	SO-20335	Sean O'Donnell	Consumer	United States	Fort Lauderdale	Florida	33311	South	FUR-TA-10000577	Furniture	Tables	Breton Table
5	US-2015-108966	10-11-2015	10/18/2015	Standard Class	SO-20335	Sean O'Donnell	Consumer	United States	Fort Lauderdale	Florida	33311	South	OFF-ST-10000760	Office Supplies	Storage	Eldorado Storage
6	CA-2014-115812	06-09-2014	6/14/2014	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West	FUR-FU-10001487	Furniture	Furnishings	Eldorado Furnishings
7	CA-2014-115812	06-09-2014	6/14/2014	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West	OFF-AR-10002833	Office Supplies	Art	Neon Art
8	CA-2014-115812	06-09-2014	6/14/2014	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West	TEC-PH-10002275	Technology	Phones	Mitochondria Phone
9	CA-2014-115812	06-09-2014	6/14/2014	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West	OFF-BI-10003910	Office Supplies	Binders	DX Binders
10	CA-2014-115812	06-09-2014	6/14/2014	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West	OFF-AP-10002892	Office Supplies	Appliances	Belmont Appliances
11	CA-2014-115812	06-09-2014	6/14/2014	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West	FUR-TA-10001539	Furniture	Tables	Charm Table
12	CA-2014-115812	06-09-2014	6/14/2014	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West	TEC-PH-10002033	Technology	Phones	Korona Phone
13	CA-2017-144412	4/15/2017	4/20/2017	Standard Class	AA-10480	Andrew Allen	Consumer	United States	Concord	North Carolina	28027	South	OFF-PA-10002365	Office Supplies	Paper	Xerox Paper
14	CA-2016-161389	12-05-2016	12-10-2016	Standard Class	IM-15070	Irene Maddox	Consumer	United States	Seattle	Washington	98103	West	OFF-BI-10003656	Office Supplies	Binders	Fell Binder
15	US-2015-118083	11/22/2015	11/26/2015	Standard Class	HP-14815	Harold Pawlan	Home Office	United States	Fort Worth	Texas	76106	Central	OFF-AP-10002311	Office Supplies	Appliances	Holmes Appliances
16	US-2015-118083	11/22/2015	11/26/2015	Standard Class	HP-14815	Harold Pawlan	Home Office	United States	Fort Worth	Texas	76106	Central	OFF-BI-10000756	Office Supplies	Binders	Stonewall Binders
17	CA-2014-105893	11-11-2014	11/18/2014	Standard Class	PK-19075	Pete Kriz	Consumer	United States	Madison	Wisconsin	53711	Central	OFF-ST-10004186	Office Supplies	Storage	Stu Storage
18	CA-2014-167164	5/13/2014	5/15/2014	Second Class	AG-10270	Alejandro Grove	Consumer	United States	West Jordan	Utah	84084	West	OFF-ST-10000107	Office Supplies	Storage	Fel Storage
19	CA-2014-143336	8/27/2014	09-01-2014	Second Class	ZD-21925	Zuschuss Donatelli	Consumer	United States	San Francisco	California	94109	West	OFF-AR-10003056	Office Supplies	Art	Neon Art
20	CA-2014-143336	8/27/2014	09-01-2014	Second Class	ZD-21925	Zuschuss Donatelli	Consumer	United States	San Francisco	California	94109	West	TEC-PH-10001949	Technology	Phones	Cisco Phone
21	CA-2014-143336	8/27/2014	09-01-2014	Second Class	ZD-21925	Zuschuss Donatelli	Consumer	United States	San Francisco	California	94109	West	OFF-BI-10002215	Office Supplies	Binders	Wilson Binders
22	CA-2016-137330	12-09-2016	12/13/2016	Standard Class	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025	Central	OFF-AR-10000246	Office Supplies	Art	Neon Art
23	CA-2016-137330	12-09-2016	12/13/2016	Standard Class	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025	Central	OFF-AP-10001492	Office Supplies	Appliances	Accidental Appliances
24	US-2017-156909	7/16/2017	7/18/2017	Second Class	SF-20065	Sandra Flanagan	Consumer	United States	Philadelphia	Pennsylvania	19140	East	FUR-CH-10002774	Furniture	Chairs	Gilchrist Chair
25	CA-2015-106320	9/25/2015	9/30/2015	Standard Class	EB-13870	Emily Burns	Consumer	United States	Orem	Utah	84057	West	FUR-TA-10000577	Furniture	Tables	Breton Table
26	CA-2016-121755	1/16/2016	1/20/2016	Second Class	EH-13945	Eric Hoffmann	Consumer	United States	Los Angeles	California	90049	West	OFF-BI-10001634	Office Supplies	Binders	Wilson Binders
27	CA-2016-121755	1/16/2016	1/20/2016	Second Class	EH-13945	Eric Hoffmann	Consumer	United States	Los Angeles	California	90049	West	TEC-AC-10003027	Technology	Accessories	Imaging Accessories
28	US-2015-150630	9/17/2015	9/21/2015	Standard Class	TB-21520	Tracy Blumstein	Consumer	United States	Philadelphia	Pennsylvania	19140	East	FUR-BO-10004834	Furniture	Bookcases	River Bookcase
29	US-2015-150630	9/17/2015	9/21/2015	Standard Class	TB-21520	Tracy Blumstein	Consumer	United States	Philadelphia	Pennsylvania	19140	East	OFF-BI-10000474	Office Supplies	Binders	Avon Binders
30	US-2015-150630	9/17/2015	9/21/2015	Standard Class	TB-21520	Tracy Blumstein	Consumer	United States	Philadelphia	Pennsylvania	19140	East	FUR-FU-10004848	Furniture	Furnishings	Holmes Furnishings
31	US-2015-150630	9/17/2015	9/21/2015	Standard Class	TB-21520	Tracy Blumstein	Consumer	United States	Philadelphia	Pennsylvania	19140	East	OFF-EN-10001509	Office Supplies	Envelopes	Holmes Envelopes
32	US-2015-150630	9/17/2015	9/21/2015	Standard Class	TB-21520	Tracy Blumstein	Consumer	United States	Philadelphia	Pennsylvania	19140	East	OFF-AP-10004834	Office Supplies	Appliances	Holmes Appliances

Transformed dataset

SALES BASED ON STORE DASHBOARD

Home Transform Add Column View Tools Help

Close & Apply - New Source - Recent Sources - Enter Data - Data source settings - Manage Parameters - Refresh Preview - Advanced Editor - Choose Columns - Remove Columns - Keep Rows - Remove Rows - Sort - Split Column - Group By - Data Type: Text - Use First Row as Headers - Replace Values - Merge Queries - Append Queries - Text Analytics - Vision - Azure Machine Learning - AI Insights

Queries [1] salesstore

Table.RemoveColumns(#"Changed Type5",{"Ship Mode", "Country"})

	Order ID	Order Date	Ship Date	Customer Name	Segment	City	State
1	CA-2016-152136	11-08-2016	11-11-2016	Claire Gule	Consumer	Henderson	Kentucky
2	CA-2016-152136	11-08-2016	11-11-2016	Claire Gule	Consumer	Henderson	Kentucky
3	CA-2016-161389	12-05-2016	12-10-2016	Irene Maddox	Consumer	Seattle	Washington
4	CA-2016-117590	12-08-2016	12-10-2016	Gene Hale	Corporate	Richardson	Texas
5	CA-2014-106376	12-05-2014	12-10-2014	Brendan Sweed	Corporate	Gilbert	Arizona
6	CA-2014-106376	12-05-2014	12-10-2014	Brendan Sweed	Corporate	Gilbert	Arizona
7	CA-2016-119823	06-04-2016	06-06-2016	Karen Daniels	Consumer	Springfield	Virginia
8	US-2017-118038	12-06-2017	12-11-2017	Ken Brennan	Corporate	Houston	Texas
9	US-2015-149734	09-03-2015	09-08-2015	Julie Crighton	Corporate	Durham	North Carolina
10	CA-2016-159695	04-05-2016	04-10-2016	Gary Mitchum	Home Office	Houston	Texas
11	CA-2017-181018	11-09-2017	11-11-2017	Ruthena Norris	Home Office	New York City	New York
12	CA-2016-140223	09-06-2016	09-11-2016	Ejids Hitenbach	Corporate	Saint Paul	Minnesota
13	CA-2016-129903	12-01-2016	12-04-2016	Gary Zandusky	Consumer	Rochester	Minnesota
14	CA-2016-128867	11-03-2016	11-10-2016	Clay Ludtke	Consumer	Urbandale	Iowa
15	CA-2016-128867	11-03-2016	11-10-2016	Clay Ludtke	Consumer	Urbandale	Iowa
16	CA-2015-110457	03-02-2015	03-06-2015	Dave Klipp	Consumer	Seattle	Washington
17	US-2017-107272	11-05-2017	11-12-2017	Troy Staebel	Consumer	Phoenix	Arizona
18	US-2016-125969	11-06-2016	11-10-2016	Lindsay Shagari	Home Office	Los Angeles	California
19	US-2017-164147	02-02-2017	02-05-2017	Dorothy Wardle	Corporate	Columbus	Ohio
20	US-2017-164147	02-02-2017	02-05-2017	Dorothy Wardle	Corporate	Columbus	Ohio
21	CA-2016-110366	09-05-2016	09-07-2016	Jonathan Doherty	Corporate	Philadelphia	Pennsylvania
22	CA-2015-110744	09-07-2015	09-12-2015	Helen Andreadda	Consumer	Pasadena	California
23	CA-2016-114489	12-05-2016	12-09-2016	Justin Ellison	Corporate	Franklin	Wisconsin
24	CA-2016-114489	12-05-2016	12-09-2016	Justin Ellison	Corporate	Franklin	Wisconsin
25	CA-2016-114489	12-05-2016	12-09-2016	Justin Ellison	Corporate	Franklin	Wisconsin
26	CA-2016-114489	12-05-2016	12-09-2016	Justin Ellison	Corporate	Franklin	Wisconsin
27	CA-2014-104269	03-01-2014	03-06-2014	Dave Brooks	Consumer	Seattle	Washington

17 COLUMNS, 993+ ROWS Column profiling based on top 1000 rows

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Sales based on store dashboard

