# 📊 Power BI Dashboard Documentation

## 1. Dashboard Title

Sales Performance Dashboard – Global Retail Analysis

## 2. Objective of the Dashboard

The main objective of this dashboard is to analyze global retail sales performance by region, category, and time. It enables business stakeholders to make data-driven decisions by identifying sales trends, profit distribution, and customer behavior.

## 3. Dataset Used

- Dataset Name: Global Superstore Dataset  
- Source: Kaggle  
- Data Fields Included: Order ID, Product Category, Sales, Profit, Customer Segment, Region, etc.  
- Data Size: 10,000 rows, 15 columns

## 4. Tools & Technologies Used

- Power BI Desktop  
- Power Query (for data cleaning and transformation)  
- DAX (for calculated columns and measures)  
- Data Modeling (relationships, star schema)  
- Custom Visuals / Slicers /

## 5. Features & Visuals

- KPI Cards: Displaying Total Sales, Profit, and Quantity Sold.  
- Bar Charts: Sales and Profit by Region.  
- Pie Chart: Sales distribution by Category and Sub-Category.  
- Line Chart: Monthly Sales Trends.  
- Slicers: For filtering by Year, Region, and Customer Segment.  
- Map Visual: Geo-analysis of sales performance.

## 6. Main Insights

- West and East regions generate the highest sales but lowest profit margins.  
- Technology category yields higher profit compared to Office Supplies.  
- Peak sales occur during November and December.  
- Home Office segment has the lowest performance.

## 7. Skills Demonstrated

- Data Cleaning in EDA  
- Writing DAX measures for KPIs and filters  
- Designing interactive and dynamic reports  
- Data storytelling and visualization

## 8. Challenges Faced

- Handled missing values and duplicate records in customer data.  
- Created custom time intelligence measures using DAX.  
- Improved performance by optimizing visuals and reducing load time.

## 9. Screenshots

(Include some images of your dashboard here in the Word file or in your GitHub repository.)

## 10. Conclusion

This Power BI dashboard provides a comprehensive overview of sales and profit performance. It empowers business users to identify top-performing segments and optimize their strategies accordingly.