**Global Superstore Performance Dashboard**

**Description:**

The Global Superstore Performance Dashboard provides a comprehensive overview of sales performance, enabling stakeholders to analyze key metrics and trends across different segments, geographies, and time periods. This dashboard is crucial for identifying business opportunities, understanding profit margins, and assessing customer behavior.

**Features:**

* **Total Quantity:** Displays the total quantity of products sold.
* **Total Profit:** Represents the overall profit generated from sales.
* **Total Sales:** Shows the total sales revenue across all products and categories.

**Visualizations:**

1. **KPIs:**
   * **Sum of Quantity:** Displays the total quantity sold.
   * **Total Profit:** Represents the total profit made from sales.
   * **Sum of Sales:** Shows the total sales revenue.
2. **Slicers:**
   * **Month Slicer:** Allows filtering of data based on the selected month.
   * **Segment Slicer:** Filters data according to customer segments.
   * **Ship Mode Slicer:** Provides options to filter data based on the shipping mode.
3. **Table:**
   * **Top Ten Customers by State:** Displays the top ten customers with the following fields:
     + Customer ID
     + Customer Name
     + Sum of Sales
     + Region
4. **Column Chart:**
   * **Sum of Sales by Segment:** Represents total sales broken down by customer segments.
5. **Stacked Bar Chart:**
   * Visualizes the sum of sales segmented by different categories, providing insights into the performance of each segment.
6. **Donut Chart:**
   * **Sales by Region:** Displays the percentage contribution of sales from different regions, offering a quick glance at regional performance.
7. **Map Chart:**
   * **Sales by State:** Shows sales performance by geographic location, providing insights into the regional distribution of sales.

**Data Source:**

The dataset used includes sales records from the Global Superstore, encompassing details such as customer information, sales figures, profit margins, and shipping details.

**Requirements:**

* Power BI Desktop (Version May 2024 or later recommended)
* No additional dependencies

**Usage Instructions:**

1. **Opening the File:** Download and open the Power BI dashboard file using Power BI Desktop.
2. **Interacting with the Dashboard:**
   * Use slicers to filter data based on month, segment, or shipping mode.
   * Hover over the visualizations for detailed tooltips and additional information.
3. **Customization:** Users can customize filters and visualizations to explore specific sales dimensions or metrics.

**Insights:**

* The KPIs provide a quick overview of the overall sales performance.
* The table highlights key customers, enabling targeted marketing and sales strategies.
* The column and stacked bar charts help in understanding sales distribution across segments and identify top-performing categories.
* The donut chart and map offer geographic insights, highlighting sales performance by region and state.

**Future Enhancements:**

* Adding additional slicers for further geographical filtering.
* Integrating more KPIs, such as customer satisfaction scores or return rates.