

Task 2

Superstore Sales Dashboard – Analytical Summary

The Superstore Sales Dashboard, developed in Power BI, provides a comprehensive analysis of sales, profit, and customer performance across multiple years. It enables data-driven insights into business performance and product trends.

Highlights:

- **Total Sales:** \$2.29M
- **Total Profit:** \$283.7K
- **Total Quantity Sold:** 38K units
- **Average Discount:** 15.6%
- **Category Performance:**
 - Furniture – 36.5% of total sales
 - Technology – 32.2% of total sales
 - Office Supplies – 31.3% of total sales
- **Sub-Category Leaders:** Phones, Chairs, and Storage drive the majority of revenue.
- **Customer Insights:** Top customers include Sean Miller, Tamara Chand, Raymond Buch, Tom Ashbrook, and Adrian Barton.
- **Time Series Analysis:** Monthly sales trends (2017–2020) indicate consistent growth and seasonal variations.

Purpose:

This dashboard supports strategic decision-making by visualizing sales distribution, profitability, and customer contributions, helping identify high-performing products and target areas for improvement.

Sales Dashboard

Year | Month

All



\$2.29M

Sum of Sales

\$283.7K

Sum of Profit

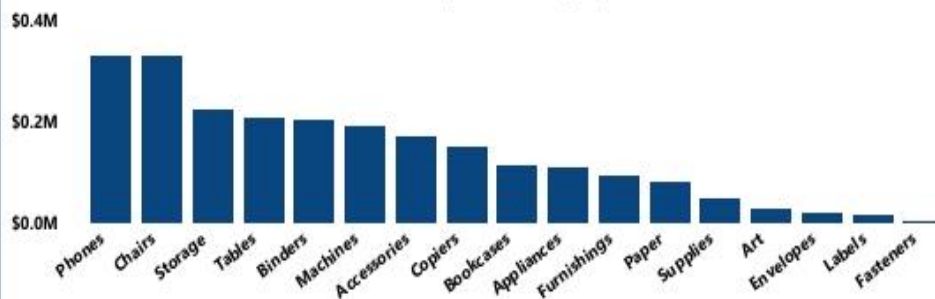
38K

Sum of Quantity

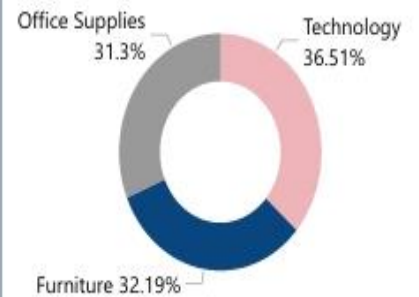
15.6%

Average of Discount

Sales by Sub-Category



Sales by Category



Sum of Sales by Year and Month



Top 5 Customers

Customer Name	Sum of Sales
Adrian Barton	\$14,473.7
Raymond Buch	\$15,117.3
Sean Miller	\$25,043.3
Tamara Chand	\$19,052.3
Tom Ashbrook	\$14,595.7