

# ■ README – Task 2: Data Visualization and Storytelling

## ■ Project Overview

This project is part of a Data Analyst internship assignment focused on data visualization and storytelling. Using Power BI and the Superstore dataset, five key visualizations were created to derive actionable business insights.

## ■ Tools Used

- 1 Power BI (Desktop)
- 2 Superstore.csv Dataset
- 3 GitHub for version control and submission

## ■ Visualizations Created

- 1 1. Sales by Region (Map/Bar Chart)
- 2 2. Profit by Category and Sub-Category (Stacked Bar Chart)
- 3 3. Monthly Sales Trend (Line Chart)
- 4 4. Top 10 Customers by Sales (Bar Chart with Top N filter)
- 5 5. Sales vs Profit Analysis (Scatter Plot)

## ■ Key Insights Summary

- 1 The West region leads in both sales and profit.
- 2 Phones are highly profitable; Tables show negative profit.
- 3 Sales consistently spike at the end of each year.
- 4 Top customers contribute a large share of revenue.
- 5 Some high-sale sub-categories lack profit – needs review.

## ■ Repository Contents

- 1 Superstore.csv – Dataset used for visualization
- 2 .pbix file – Power BI report file
- 3 PDF Report – Summary of charts and insights
- 4 README PDF – This file