Project Idea & Description

Project Title: Global Superstore Sales Analysis with Power BI

Description:

This project is part of our learning journey in the **Data Analysis track**. As a team, we are practicing how to analyze real-world datasets using **Power BI**, focusing on building business questions, KPIs, data modeling, DAX formulas, and dashboard design.

We selected the **Global Superstore Retail Dataset**, which contains **9,801 rows and 18 columns** covering sales data for 4 years across multiple regions and product categories.

Analysis Objectives:

- Practice applying data analysis concepts we are learning.
- Show how customer purchases evolved over the 4 years.
- Identify potential **growth opportunities** and highlight possible **risks** for the business.
- Gain hands-on experience in **Power BI** by working with DAX, calculated columns, and data modeling.
- Learn teamwork and task distribution in a real project environment.

Dataset Content:

- Orders information (Date, Product, Ship date, Ship mode, Category, Sub-category).
- Sales, Profit, Discount, and Quantity.
- Customer and Region data.
- 18 columns, 9801 rows.

Team Members:

- Reham Mohamed Nagaty (**Leader**)
- Eman Ramadan Mohamed
- Khaled Ahmed Sabry
- Mahmoud Ahmed Zakaria
- Seif Mohamed Shokry
- Tarek Yahia Gaber

Supervisor: Kareem Bekli
Group Code: YAT586_ONL3_DAT2_G3_DEPI3