PROJECT: Superstore Management System — Power BI Dashboard Blueprint

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🎨 Color Scheme (Modern Corporate Theme)

Element	Color	Use Case
Primary	#007ACC (Bright Blue)	Titles, headers, KPI icons
Secondary	#00B294 (Teal Green)	Positive metrics (profit, growth)
Accent	#FFB900 (Amber Yellow)	Highlights, warnings
Negative	#E81123 (Red)	Losses, low stock, or returns
Background	#F3F3F3 (Light Gray)	Page background
Text/Labels	#323130 (Dark Gray/Black)	Readable contrast

✨ Optional: Use "Minimal Light" or "Office 2023" Power BI theme to match this palette.

📄 Dashboard Layout Plan

The dashboard will have **3 Pages (Tabs)** — like a real corporate reporting structure.

📃 Page 1: Sales & Profit Overview (Executive Summary)

Purpose: Give top management a quick glance at key financials.

Layout Blueprint:

- 🔷 **Header Row (Top Bar)**

  - Title: 📅 *Superstore Performance Dashboard*

  - Subtitle: "Sales & Profit Overview"

  - Date Range Slicer (top-right corner)

  - Region Slicer (top-right below date)

- 🔷 **KPI Cards (Top Row, 4 columns)**

KPI	Metric	Color	Icon
💰 Total Sales	SUM(Sales Amount)	Blue	💵
📦 Total Quantity Sold	SUM(Quantity)	Amber	📦
📈 Total Profit	SUM(Profit)	Green	📊
🧾 Avg. Discount (%)	AVERAGE(Discount)	Teal	🏷️

🔹 **Main Visuals (Middle Section)**

Visual	Type	Insight
Sales by Category	Clustered Column	Which product categories drive most sales
Profit by Region	Filled Map	Identify regional profit variations
Sales Over Time	Line Chart	Monthly trend of revenue
Top 10 Products by Sales	Horizontal Bar	Product performance insights

🔹 **Bottom Row Visuals**

Visual	Type	Insight
Customer Segment Share	Donut Chart	Contribution by segment
Payment Mode Distribution	Pie Chart	Customer payment preferences

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🏬 **Page 2: Inventory & Supplier Dashboard**

Purpose: Help store managers track stock, reorder status, and supplier efficiency.

🔹 **Header**

- Title: *Inventory Control & Supplier Management*
- Filters: Category, Region

🔹 **KPI Cards**

KPI	Metric	Icon	Color
🏗️ Total Stock Left	SUM(Stock Left)	📦	Blue
⚠️ Low Stock Items	COUNTIF(Stock Left < 10)	⚠️	Red
🔄 Auto Reorders Triggered	COUNTIF(Auto Reorder = "Yes")	🔄	Amber
📦 Avg. Reorder Quantity	AVERAGE(Reorder Quantity)	📊	Teal

🔷 **Visuals**

Visual	Type	Insight
Stock Left by Category	Bar Chart	Stock distribution
Auto Reorder (Yes/No)	Donut Chart	Reorder frequency
Reorder Quantity Trend	Line Chart	Trend of restocking
Supplier Performance	Table	Supplier name, total items delivered, average delay (optional future metric)

💁 **Page 3: Customer & Delivery Insights**

Purpose: Understand customer demographics and delivery performance.

🔷 **Header**

- Title: *Customer & Delivery Insights*
- Filters: Segment, Region, Payment Mode

🔷 **KPIs**

KPI	Metric	Icon
👥 Total Customers	DISTINCTCOUNT(Customer ID)	
💳 Dominant Payment Mode	MODE(Payment Mode)	
🚚 On-Time Delivery Rate	% of Delivered vs Pending/Returned	

KPI	Metric	Icon
📦 Avg. Order Quantity per Customer	AVERAGE(Quantity)	

🔷 **Visuals**

Visual	Type	Insight
Sales by State	Map	Which states buy most
Profit Margin by Region	Clustered Bar	Regional profitability
Delivery Status Breakdown	Stacked Column	Delivery performance
Customer Segment Profit Share	Donut Chart	Segment-wise contribution