# Business Case Document

Project Title: Superstore Sales Performance Dashboard

Prepared for: Regional Sales Director

Prepared by: [Your Name or Analytics Team]

Date: [Insert Date]

## 1. Executive Summary

The Regional Sales Director requires deeper, faster insight into the performance of product sales across regions. Current monthly Excel reports are static, lack drill-down capabilities, and do not provide clear visibility into emerging trends or underperforming areas. This project proposes the development of an interactive, dynamic dashboard to support strategic decision-making using key sales KPIs, profitability metrics, and operational efficiency indicators.

## 2. Business Problem

Leaders across the organization are currently hindered by delayed, manual reporting processes. Without access to real-time and interactive insights, key decision-makers are unable to:  
  
- Identify underperforming products in time.  
- Understand regional and seasonal sales trends.  
- Detect profit leakages due to discounts, returns, or inefficiencies.  
- Optimize shipping and order processing efficiency.  
  
This lack of data visibility delays corrective actions, leading to lost revenue and operational inefficiencies.

## 3. Project Objective

Design and deploy a Power BI dashboard that delivers comprehensive sales performance analytics across multiple business dimensions. The solution will enable decision-makers to interact with data, drill down to granular levels, and respond with agility to emerging trends.

## 4. Key Metrics & KPIs

The dashboard will be structured around four business themes, each with specific, actionable KPIs.

* A. Sales Performance
* Total Sales
* Sales Breakdown: By Region, Segment, and Product Category
* Monthly Sales Trend
* Sales Year-over-Year (YoY) Growth (%)
* B. Profitability
* Total Profit
* Profit Margin (%) = Profit ÷ Sales
* Discount Impact on Profit
* Loss-Making Products or Orders
* C. Operational Efficiency
* Average Order Processing Time = Ship Date – Order Date
* Orders Shipped On Time (%)
* Average Quantity per Order
* D. Product Insights
* Top 10 Products by Sales
* Bottom 10 Products by Profit
* Sales by Category / Sub-Category
* Return Rate (if available)