📓 Project Report Summary

Project Title:

Retail Superstore Sales Analytics Dashboard using AI & Power BI

Project Objective:

To uncover key sales and profit patterns from a retail superstore dataset using Power BI and AI tools like ChatGPT. The goal was to support business decisions on discounts, product categories, regional sales focus, and customer segmentation.

Tools Used:

- Microsoft Power BI

- Excel (Preprocessing)

- ChatGPT (AI-generated commentary)

Key Insights:

💡 Chairs category had highest revenue but lowest profit due to heavy discounting

💡 West region led in total sales

⚠ Discounts >20% caused frequent negative profit

🗂 Corporate customers ordered frequently, but had lower average profit

Outcome:

Helped identify discount inefficiencies, segment-based targeting opportunities, and regional strategies. Demonstrated complete data analytics lifecycle. Project uploaded on GitHub.

📊 Sales & Profit Performance Dashboard
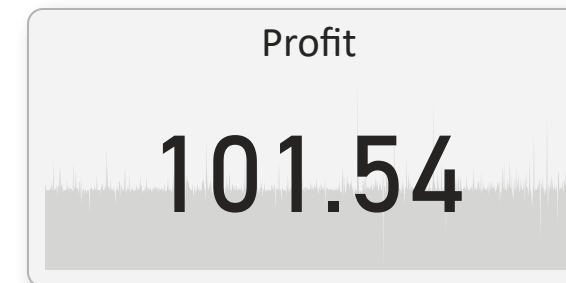
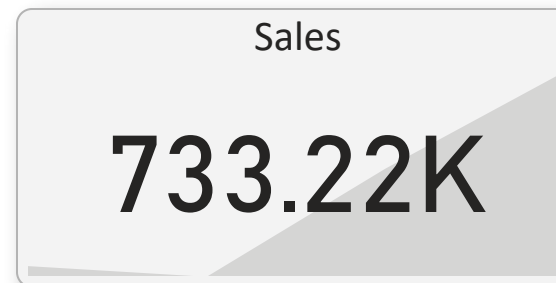Dataset: Superstore | Tool: Power BI

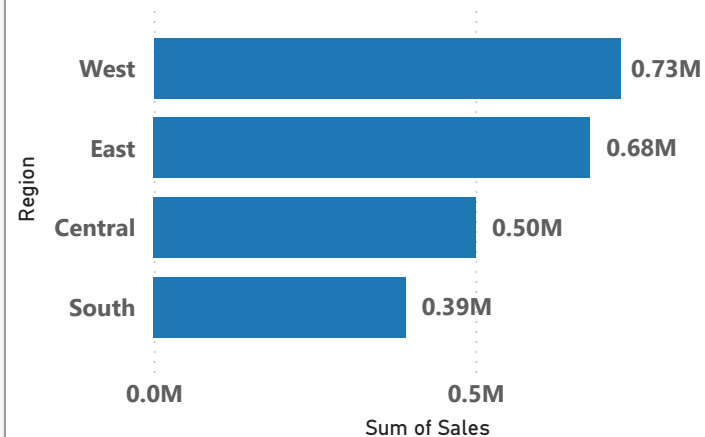💡 Tip: Use dropdowns to exclude specific values by deselecting them.

Filter by Category
All

Filter by Region
All

Sales
733.22K

Profit
101.54

Total Sales Distribution by Region

Region	Sum of Sales
West	0.73M
East	0.68M
Central	0.50M
South	0.39M

Total Profit by Product Category

Category	Sum of Profit
Technology	145K
Office Supplies	122K
Furniture	18K
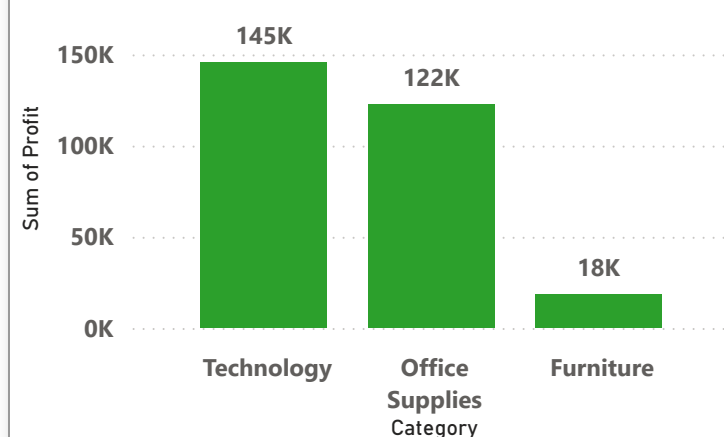
📈 Insights Summary

At 7,25,457.82, West had the highest Sum of Sales and was 85.20% higher than South, which had the lowest Sum of Sales at 3,91,721.91.

West had the highest Sum of Sales at 7,25,457.82, followed by East, Central, and South.
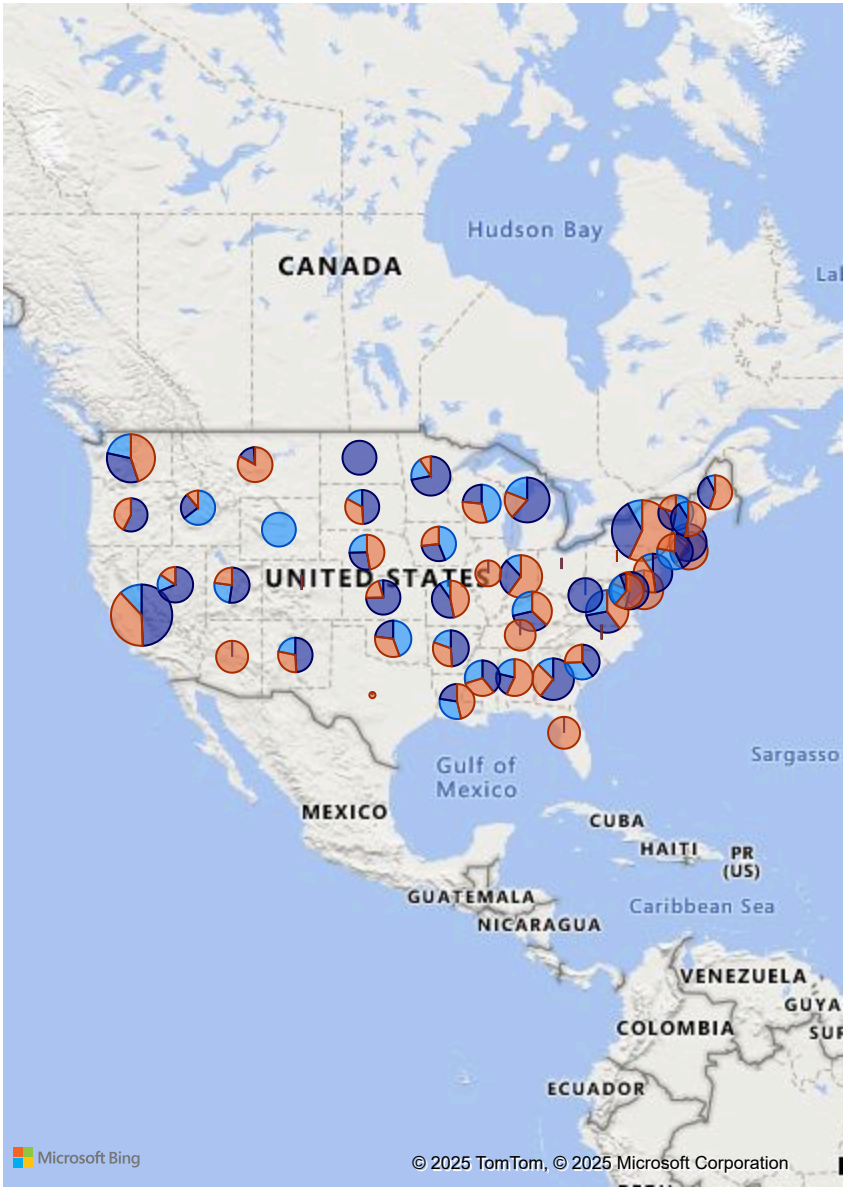
West accounted for 31.58% of Sum of Sales.

Across all 4 Region, Sum of Sales ranged from 3,91,721.91 to 7,25,457.82.

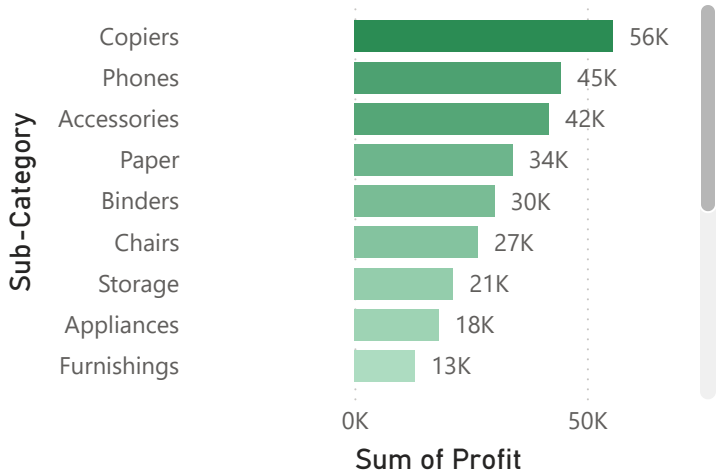Sum of Sales started trending up on 2014, rising by 51.41%

Next

Sum of Profit, First Category and Sum of Profit by State and Category

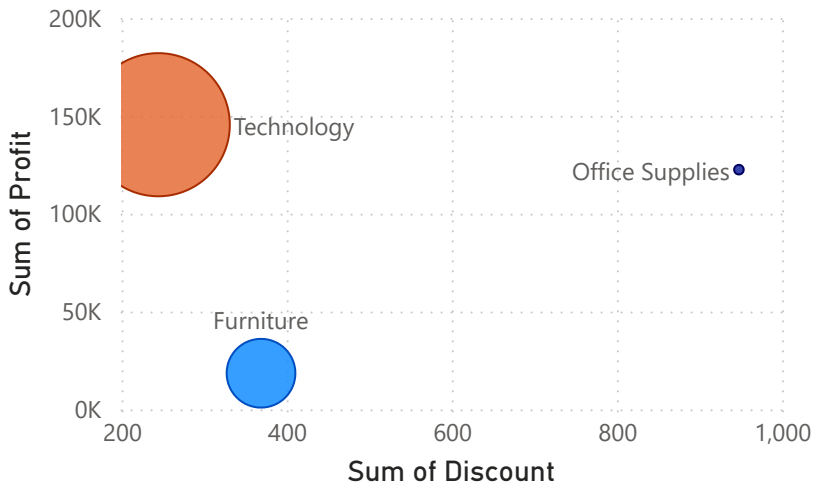**Category** ●Furniture ●Office Supplies ●Technology

Microsoft Bing
© 2025 TomTom, © 2025 Microsoft Corporation

Profit by Sub-Category

Sum of Profit 0.00K ▭ 60.00K

Sub-Category	Sum of Profit
Copiers	56K
Phones	45K
Accessories	42K
Paper	34K
Binders	30K
Chairs	27K
Storage	21K
Appliances	18K
Furnishings	13K

0K — 50K
Sum of Profit

Sales vs Profit vs Discount

Category ●Furniture ●Office Supplies ●Technology

Sum of Discount

Sales & Profit by Segment and Region

Region ●Central ●East ●South ●West

Segment
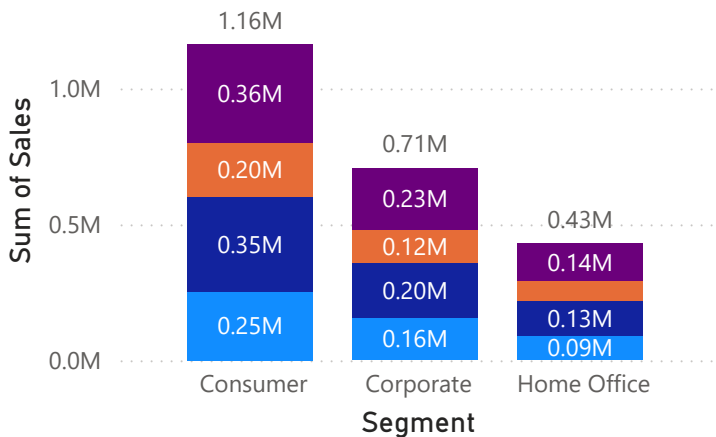
🔍 Quick Insights — Type to Explore Data

[Ask a question about your data]

Try one of these to get started

average sale	average profit
total discount	orders sorted by city
show the maximum sale	

Back