

# Global Superstore Analysis - Project Summary

## Project Overview

This project involves end-to-end data analysis using Power BI and SQL on the Global Superstore dataset. The goal was to extract business insights to support better decision-making.

## Key Analyses Performed

### 1. Top 10 Selling Products:

- Identified the highest-selling items by quantity.
- Helped understand which products drive revenue the most.

### 2. Monthly Sales Trend:

- Created a line chart showing sales performance month-wise.
- Enabled tracking of seasonal demand and business growth.

### 3. Profit by Region:

- Regional comparison of profit contribution using bar charts.
- Highlighted profitable and underperforming regions.

### 4. Return Rate by Region:

- Calculated return percentages using joined tables.
- Helped assess customer satisfaction and product reliability by location.

### 5. Top Customer by Profit:

- Ranked customers based on generated profit.
- Useful for customer segmentation and loyalty targeting.

## Tools & Skills Used

- Power BI: Interactive dashboards, DAX measures, custom visuals
- SQL: Data extraction, joins, views, and aggregations
- Data Cleaning & Transformation: Ensured clean inputs for accurate reporting

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## Outcome

The project resulted in a professional, interactive dashboard and SQL-based insights that could help businesses:

- Track performance metrics
- Understand sales drivers
- Reduce return rates
- Improve customer targeting