

Superstore Sales Dashboard (Excel & Power BI)

Problem

The superstore management team lacked visibility into sales performance, profitability, and delivery efficiency. They needed an interactive dashboard to highlight trends, identify strong and weak product segments, and improve decision-making.

Data

- ~5.9k rows (Superstore dataset)
- Fields: Order Date, Category, Sub-Category, Region, Sales, Profit, Quantity, Delivery Mode, Payment Mode

Tech

- Microsoft Excel: Data cleaning, formatting, and preparation
- Power BI: Data modelling, DAX measures, interactive dashboard design

Insights

- Technology leads in both sales and profit, followed by Furniture and Office Supplies.
- Central and East regions outperform others, while some states lag behind.
- YoY growth observed in early 2020, driven by seasonal demand and logistics improvements.
- Same Day delivery has the lowest contribution, suggesting cost or adoption issues.
- Average delivery time: 3.93 days, with delivery type impacting customer experience.

Link

GitHub Repository: [<https://github.com/Manan2025y/Super-Sales-Dashboard->]