

Project Report: Sales Dashboard Analysis

Project Title:

Sales Dashboard Analysis – Superstore Dataset (Power BI Project)

Objective:

The goal of this project is to design an interactive and visually intuitive Power BI dashboard to analyze and monitor the sales performance of a retail superstore. The dashboard provides actionable insights through key performance indicators (KPIs), regional and categorical breakdowns, and customer segment analysis.

Dataset Used:

Sample - Superstore.xls

This dataset contains order-level details including sales, profit, quantity, discounts, region, category, sub-category, customer segments, and time-based transaction data from 2014 to 2017.

Tools Used:

Microsoft Power BI Desktop

Visuals Included:

1. **KPIs (Card Visuals):**
 - Total Sales
 - Total Quantity
2. **Sales by Region/State:**
 - Map (Filled Map) showing state-wise sales volume
3. **Sales Over Time:**
 - Line Chart representing monthly sales trends
4. **Top 10 Products by Profit:**
 - Clustered Bar Chart showing the top 10 most profitable products
5. **Sales by Category:**
 - Donut Chart displaying the proportion of sales across three categories: Furniture, Office Supplies, and Technology
6. **Customer Segment Analysis:**
 - Clustered Bar Chart analyzing sales by customer segments (Consumer, Corporate, Home Office)
7. **Filters/Slicers:**
 - Year (2014, 2015, 2016, 2017)
 - Category
 - Region
 - Segment

Conclusion:

The Power BI dashboard provides a comprehensive overview of the superstore's performance. It enables data-driven decision-making through clearly presented metrics, dynamic filtering, and insightful visualizations.