Dashboard Development Report: Supermarket Sales Analysis

The dashboard emphasizes critical metrics such as total sales, profit margins, average sales, top-performing cities, and products, enabling data-driven decision-making.
Dataset source: https://www.kaggle.com/datasets/vivek468/superstore-dataset-final

Objectives
- Analyze sales and profit trends from 2021 to 2024.
- Highlight top-performing cities and products to guide marketing and inventory strategies.
- Provide an intuitive interface for real-time performance monitoring.

Key Features
1. Sales Overview: Displayed total and average sales across years, illustrating growth patterns.
2. Profit Analysis: Identified profitability across product categories and highlighted areas for improvement.
3. Top 5 Insights: Visualized leading cities and products based on sales data.
4. Dynamic Filters: Integrated filters for years, product categories, and shipping modes to allow tailored analyses.
5. Discount Utilization: Compared orders with and without discounts to assess promotional impacts.

Steps to Create the Dashboard
1. **Data Preparation**:
   o Imported the dataset and created fact and dimension tables.
   o Standardized metrics for consistent reporting.
2. **Data Modeling**:
   o Established relationships between tables to enable cross-functional analysis.
   o Created calculated measures and columns for enhanced metrics.
3. **Visualization**:
   o Designed charts, tables, and cards to convey insights effectively.
   o Incorporated slicers and filters for interactive exploration.
4. **Optimization**:
   o Applied design principles to enhance readability and usability.
   o Tested the dashboard for performance and accuracy.

Outcome
The dashboard provides actionable insights into sales dynamics, empowering stakeholders to identify trends and opportunities. This project demonstrates proficiency in data analysis, visualization, and the ability to create impactful dashboards.