

# Global Superstore Dashboard Report

**Objective:** To design an interactive Power BI dashboard for Global Superstore dataset to help business stakeholders in decision-making.

## Key KPIs:

KPI	Definition
Total Sales	Sum of all sales values
Total Profit	Sum of all profits
Profit Margin %	Profit / Sales
Order Count	Number of orders
YoY Growth %	Year over Year growth in Sales

## Dashboard Views:

**Executive Overview:** Provides a company-wide snapshot with KPIs, overall sales/profit trend, category split, and YoY growth.

**Regional Deep Dive:** Provides insights by Region/State/Customer with maps, bar charts, treemaps, and top customer tables.

## Interactivity Features:

- Slicers for Date, Region, Category, Segment, Manager
- Drilldown: Year → Quarter → Month
- Drillthrough pages for Customer/Region analysis
- Bookmarks + Buttons for Executive vs Regional view- Cross-filtering and Cross-highlighting between visuals

## Sample Business Insights:

- Sales grew 12% YoY overall, with Technology leading growth.
- West region delivers highest sales, but Central region has lowest profit margin.- Top 10 customers contribute ~20% of total sales.
- Furniture sub-category has high sales but low profit, needing cost optimization.

## Technical Notes:

- Dataset: Global Superstore
- Data Model: Orders fact table related with Calendar, Returns, and People dimension tables.- Tools: Power BI Desktop.

- Performance optimization: Aggregations, Top N filters, and Incremental refresh (for larger datasets).