

Sales Performance Dashboard

Superstore Sales Analysis (2014–2017)

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Contents



- **Dataset Overview**
- **Dashboard Insights**
- **Conclusion**
- **Thank You!**

Dashboard Overview



- Interactive visuals using Power BI
- Sales trend by Month-Year
- Regional performance analysis
- Category-wise sales distribution
- Filters/slicers for Region & Category

Key Insights



- **West Region Leads in Sales**

The West region recorded the highest sales with **\$0.73M** revenue.

- **Top Customer: Seth Vernon**

Seth Vernon contributed the most with **\$11.5K** in purchases.

- **Consistent Profit Growth**

Profits steadily increased from **2014 to 2017**.

- **Consumer Segment is Most Profitable**

The Consumer segment generated **\$1.16M** in revenue.

Content:

- Dashboards make sales trends easy to analyze visually.
- Important for identifying top products, regions, and customers.
- Learnings: Using filters, choosing the right visuals, formatting clean dashboards.
- Ready to answer business questions with confidence!

*Thank
you!*

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