

Interactive Sales Dashboard - Walmart Sales Forecasting

Power BI Dashboard Project

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- **Thank You!**

Objective



- Design an **interactive dashboard** for business stakeholders
- Help in understanding sales trends, seasonality, and growth
- Use **Power BI** for data transformation, analysis, and visualization

Dataset Overview



Dataset: Walmart Sales Forecasting (Kaggle)

Fields Used:

- Store, Dept, Date, Weekly_Sales, IsHoliday
- Temperature, Fuel_Price, CPI, Unemployment
- Markdown1–5, Type, Size, Super_Bowl, Labor_Day, Thanksgiving, Christmas
- Derived: Week, Month, Year

KPIs & Measures



- **Total Sales** = $\text{SUM}(\text{Weekly_Sales})$
- **Average Weekly Sales**
- **Sales on Holidays vs Regular Days**
- **Sales by Store/Dept/Type**
- **Markdown Impact on Sales**

Data Transformation



- Used **Power Query Editor** for:
- Cleaning null values
- Changing data types (e.g., Date)
- Creating calculated columns: Month, Year, Week
- Merging holiday columns if required

Visualizations Used



- **Cards:** Total Sales, Avg Sales, YoY Growth
- **Line Chart:** Sales vs Markdowns over Time
- **Bar Chart:**
 - Top Performing Stores
 - Sales by Department
 - Holiday vs Non-Holiday Sales\
- **Table/Matrix:**
 - Store-wise Sales Detail
 - Markdowns vs Sales

- **Slicers Used:**
Store, Dept, IsHoliday, Type, Month, Year
- **Tooltips** for deeper insights
- **Drill-down** for Store > Dept > Date analysis

Dashboard Insights



- Markdown promotions impact sales positively
- Holiday weeks show significant spikes
- Type A stores show higher average sales
- YoY sales growth is steady post markdown campaigns

Conclusion



- Power BI dashboard provides quick business insights
- Supports data-driven decisions for marketing & planning
- Future scope: Integrate predictive models & weather data

*Thank
you!*

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