Supermarket Sales Dashboard

Overview:

This project presents an interactive **Supermarket Sales Dashboard** built using **Power BI**. The dashboard provides insights into sales performance, product line analysis, city-wise revenue distribution, and key business metrics.

Features:

- **Monthly Sales & Gross Income Trends**: A line chart visualizing total sales and gross income over different months.

- **Key Performance Indicators (KPIs)**: Displays total revenue, cost of goods sold (COGS), and gross income.

- **City-wise & Branch-wise Total Sales**: Pie charts representing revenue distribution across different cities and branches.

- **Product Line Analysis**:

- **Total Sales by Product Line**: A tree map showing revenue contribution by different product lines.

- **Gross Income by Product Line**: A bar chart indicating profitability across product categories.

- **Quantity Sold by Product Line**: A horizontal bar chart ranking product lines based on quantity sold.

- **Gender-wise Sales Distribution**: A bar chart displaying total sales split by gender.

- **Month Filter**: A slicer allowing users to filter data for specific months.

Technologies Used:

- **Power BI**: For data visualization and interactive reporting.

- **Data Sources**: The dataset likely includes transactional sales records from a supermarket chain.

**Installation** & Usage:

1. Download the **Power BI (.pbix) file** from this repository.

2. Open the file in **Microsoft Power BI Desktop**.

3. Interact with the dashboard by applying filters and analyzing key metrics.

**Insights & Business Value:**

- Identifies **top-performing product lines** based on sales and gross income.

- Highlights **sales trends over months**, helping in inventory and marketing strategies.

- Analyzes **city and branch performance**, assisting in decision-making for expansion or resource allocation.

- Provides **gender-based insights**, enabling targeted promotions.