

## Insights Report — Superstore Sales Dashboard

### Dataset Used:

Superstore Sales Dataset (Orders, Sales, Quantity, Profit, Region, Category, Ship Mode)

### Objective:

Analyze sales performance by product category, region, and time period using Power BI.

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### Key Insights:

- Regional Performance:**
    - West region contributed the highest sales (**33%**), followed by East region (**29%**).
  - Category-wise Sales:**
    - Office Supplies** led with sales worth **0.64M**, followed by Technology (**0.47M**) and Furniture (**0.45M**).
  - Shipping Preference:**
    - Customers preferred **Standard Class** most (0.91M sales), while Same Day shipping had the least usage.
  - Monthly Trends:**
    - Sales and profits peaked in **December** for both years (2019 & 2020), showing strong end-of-year demand.
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### Tools Used:

- Power BI (Dashboard creation)
- Built-in Filters for **Region** selection
- Visuals: Donut Chart, Line Chart, Bar Chart, Map

### Outcome:

This dashboard helps identify top-performing regions, categories, and seasonal trends, enabling better sales strategy and inventory planning.

## **Interview Question and answers**

### **1. What does a dashboard do?**

A dashboard visually presents key data and metrics in one place, helping users quickly analyze trends, patterns, and performance for decision-making.

### **2. How do you choose the right chart?**

I choose the chart type based on the data and the message I want to convey:

- Line charts for trends over time
- Bar/column charts for comparing categories
- Donut/pie charts for showing proportions
- Maps for geographical insights

### **3. What is a slicer/filter?**

A slicer/filter allows users to interactively select and view specific parts of the data, such as filtering sales by region or category.

### **4. Why do we use KPIs?**

KPIs (Key Performance Indicators) show the most important metrics at a glance, such as total sales, orders, profit, and quantity, making it easy to track performance quickly.

### **5. What did your dashboard show about sales?**

- West region had the highest sales (33% share).
- Office Supplies category led with \$0.64M in sales.
- Standard Class shipping mode was most popular.
- December had the highest sales and profit in both years.

### **6. How do you make a dashboard look clean?**

By using consistent colors, clear labels, simple layouts, appropriate spacing, and avoiding unnecessary elements so the focus stays on the data.

### **7. Did you clean the data before starting?**

Yes, I checked for missing values, ensured correct data types (especially for dates), and standardized category names to avoid duplication.