

**Title:****Superstore Sales & Profit Dashboard Analysis****Author:**

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**Project Overview:**

This project presents an interactive **Power BI dashboard** that analyzes sales, profit, discounts, and customer segments for a Superstore dataset. The dashboard aims to provide actionable insights for business decision-making, helping to identify:

- Top-performing and underperforming products
- Most profitable categories and subcategories
- Regional sales and profit performance
- Customer segments contributing most to revenue and profit

**Data Source:**

The dataset used is the **Superstore Sales Dataset (Final)** by Vivet468 from Kaggle. It includes information about orders, sales, profits, discounts, regions, product categories, and customer segments.

**Key Insights:**

- **Top Products:** Canon ImageClass 2200 Advanced Copier and Fellowes PB500 Electric Punch are the highest performers in terms of sales and profit.
- **Lowest Performing Products:** Boxoffice by design rectangular and Half Moon meeting room tables
- **Category Analysis:** Technology products yield the highest profit with low discounts, followed by Office Supplies and Furniture.
- **Regional Performance:** West and East regions generate the highest revenue and profit, while Central and South regions show moderate performance.
- **Customer Segments:** Consumer and Corporate segments drive the most sales and profit, while Home Office segments perform moderately.

## **Project Contents:**

- Interactive **Power BI dashboard visuals** including cards, clustered column charts, donut charts, and matrix tables.
- Screenshots of key analyses and visual insights.
- Insights categorized by product, subcategory, category, region, and customer segment.

## **Objective:**

The dashboard enables Superstore management to **identify profitable products and regions, optimize discount strategies, and focus on high-performing customer segments**, supporting data-driven business decisions.