DATA ANALYSIS WITH POWER BI

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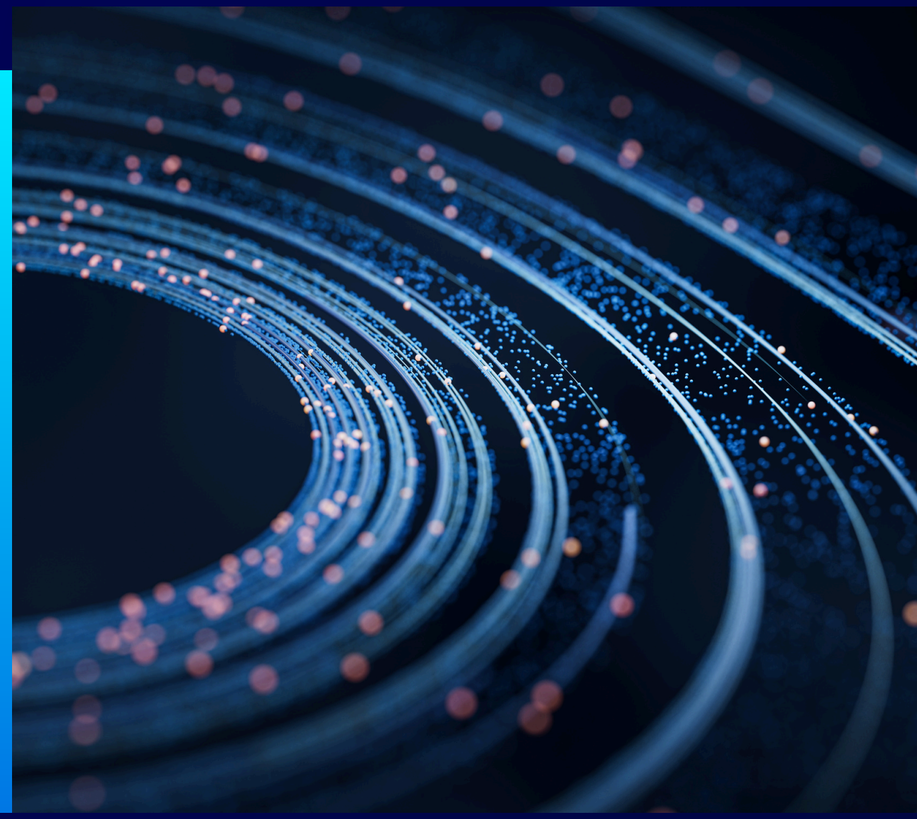
TITLE:

Sales & Profit Performance Dashboard – Superstore Dataset.

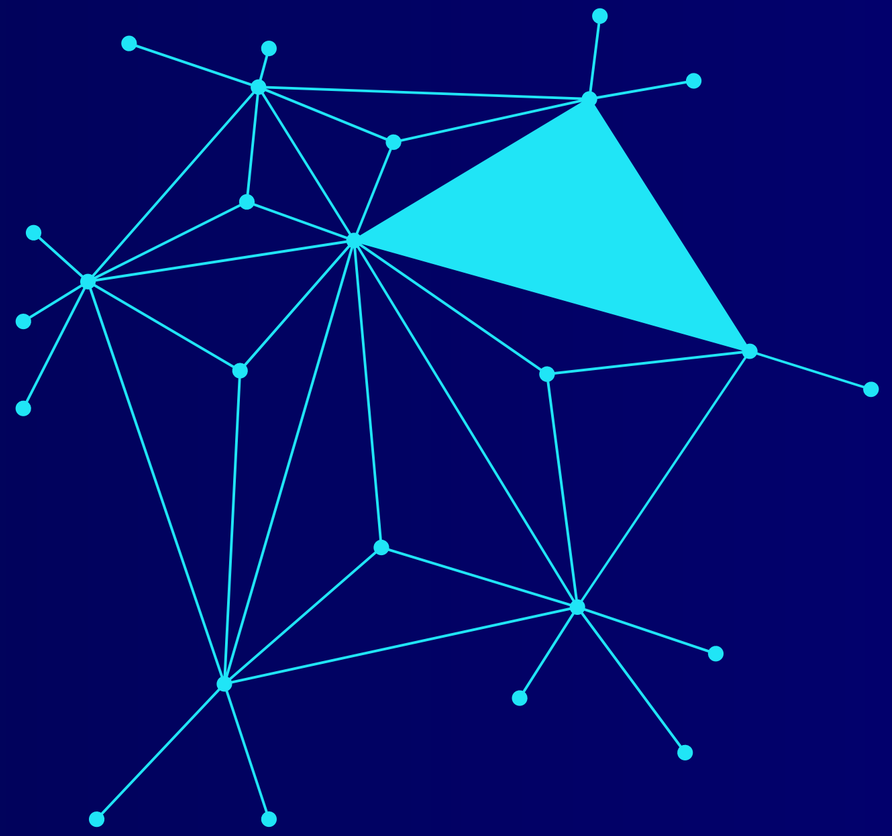
OBJECTIVE

- Build an interactive Sales & Financial dashboard using Power BI.
- Track key KPIs like Sales, Profit, Growth & Profit Margin
- Enable stakeholders to filter by time, region, segment, and category.
- Support data-driven decisions on product focus and regional strategy.



DATASET OVERVIEW:

- Source: Kaggle – Superstore Sales Dataset
- Rows: ~9,000+ records (approx – update according to actual)
- Key columns:
  Order Date, Ship Date
  Category, Sub-Category, Segment, Region
  Sales, Profit, Quantity, Discount



KPIS USED

Total Sales – Overall revenue generated
Total Profit – Net profit after costs
Profit Margin % – Profit / Sales × 100
Sales YoY Growth % – Performance vs last year
Total Orders – Number of unique orders
Average Discount % – Discount risk indicator

DASHBOARD DESIGN & VISUALS

- Cards for key KPIs (Sales, Profit, Margin, Growth)
- Line chart for Sales & Profit trend over time
- Bar charts for:
  - Sales & Profit by Category / Sub-Category
  - Sales by Region
- Donut chart for Sales by Segment
- Table/Matrix for detailed view by Category & Sub-Category
- Slicers for Year, Region, Segment, Category

KEY INSIGHTS

- Technology category contributes the highest sales, but Office Supplies has better profit margin.
- West region drives the highest revenue, while Central lags in profit.
- High discounts correlate with lower profit in some sub-categories.
- Certain sub-categories (e.g., Tables, Machines) show low or negative profit despite good sales.

RECOMMENDATIONS:

- Optimize Discounts: Reduce heavy discounting on low-margin sub-categories to improve profit.
- Focus Regions: Invest more marketing and promotions in high-margin regions and improve strategy for low-performing regions.
- Product Strategy: Promote high-margin categories and review pricing/costs of negative-profit sub-categories.
- Customer Segments: Identify top segments contributing maximum profit and design targeted loyalty campaigns.

CONCLUSION

- Interactive dashboard enables quick filtering by time, region, segment, category
- Stakeholders can track Sales, Profit, and Growth in real time
- Dashboard identifies clear opportunities to improve profitability

THANK YOU

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