Sales Analysis Dashboard

Sum of Profit

286.41K

Sum of Sales

2.30M

Profit Margin %

12.47%

Order Date, Region, Segment

- ☐ Friday, January 03, 2014
- ☐ Saturday, January 04, 2014
- ☐ Sunday, January 05, 2014
- ☐ Monday, January 06, 2014
- ☐ Tuesday, January 07, 2014
- ☐ Thursday, January 09, 2014

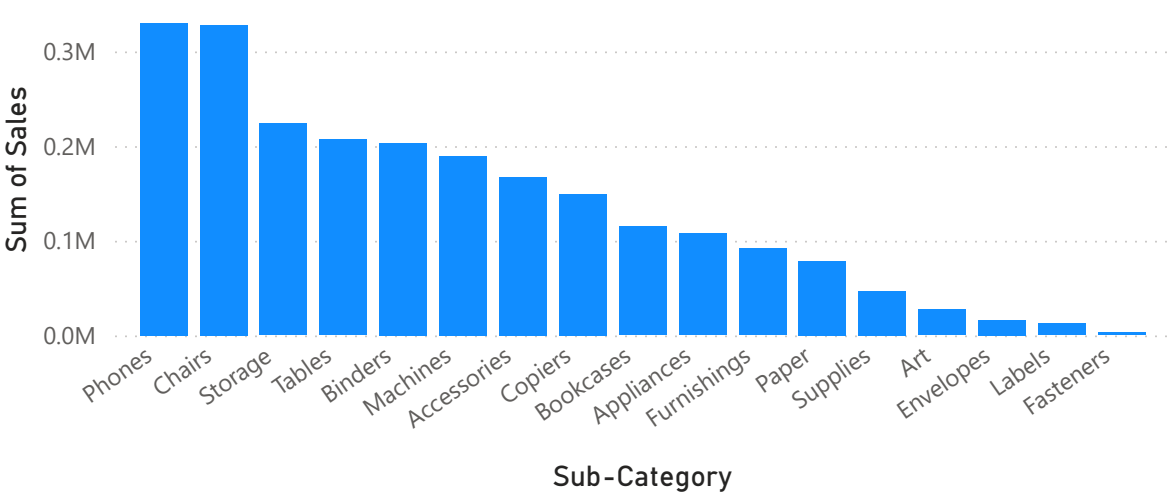|	
CA-2014-100006	
CA-2014-100090	
CA-2014-100293	

Sum of Sales by Category

Sum of Sales by Sub-Category

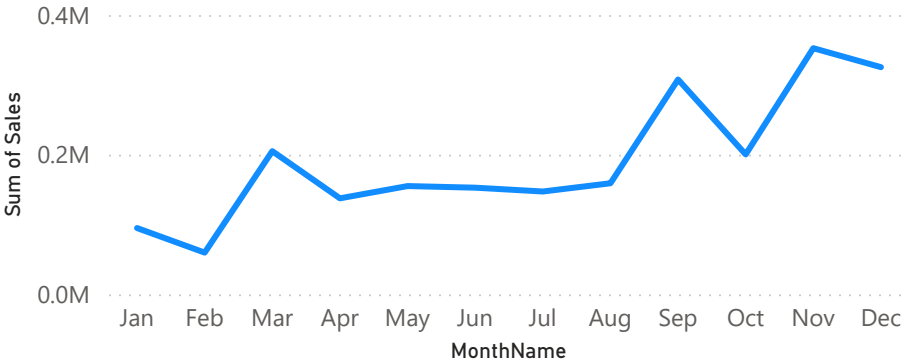| Sub-Category Category ▼	Accessories Sum of Sales	Sum of Quantity	Appliances Sum of Sales	Sum of Quantity	Art Sum of Sales	Sum of Quantity	Binders Sum of Sales	Sum of Quantity	Bookcases Sum of Sales	Sum of Quantity	Chairs Sum of Sales	Sum of Quantity	C S
Technology	167,380.31	2976											
Office Supplies			107,532.14	1729	27,118.80	3000	203,412.77	5974					
Furniture									114,880.05	868	328,167.76	2354	
Total	167,380.31	2976	107,532.14	1729	27,118.80	3000	203,412.77	5974	114,880.05	868	328,167.76	2354	

Sum of Sales and Sum of Profit by Year

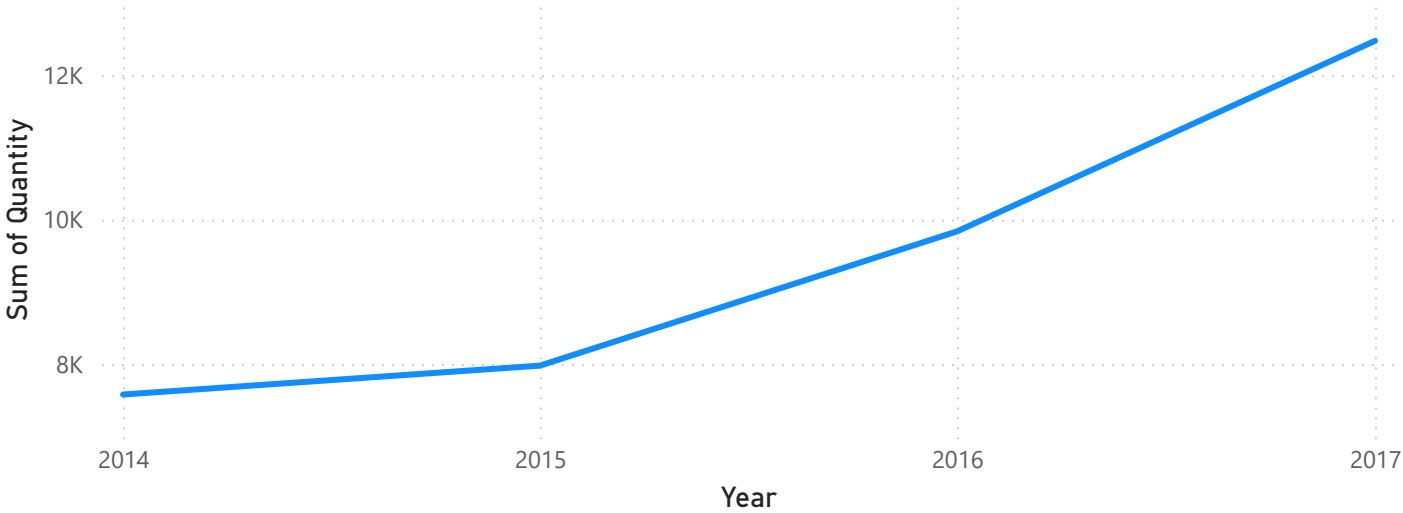● Sum of Sales ● Sum of Profit
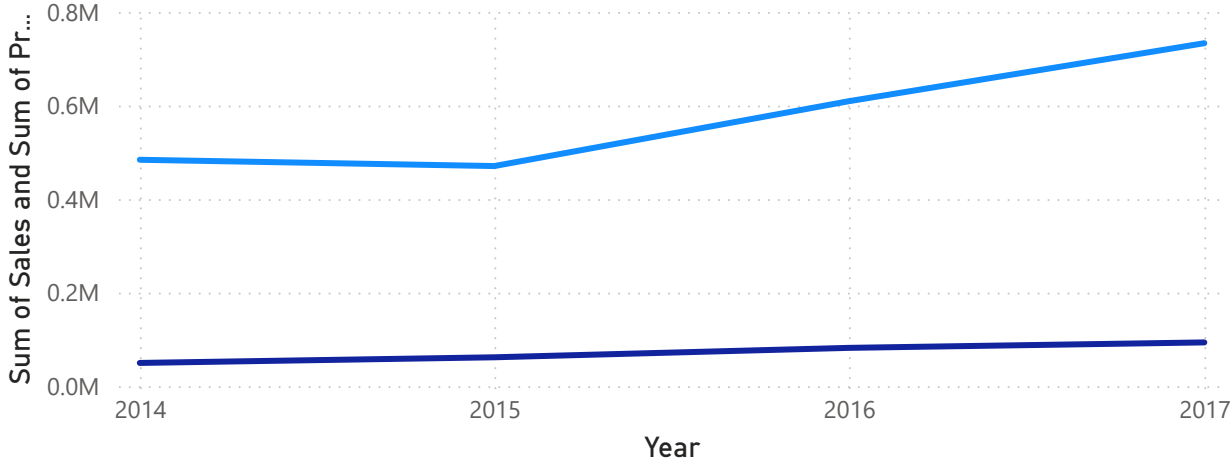
Sum of Sales
2.30M

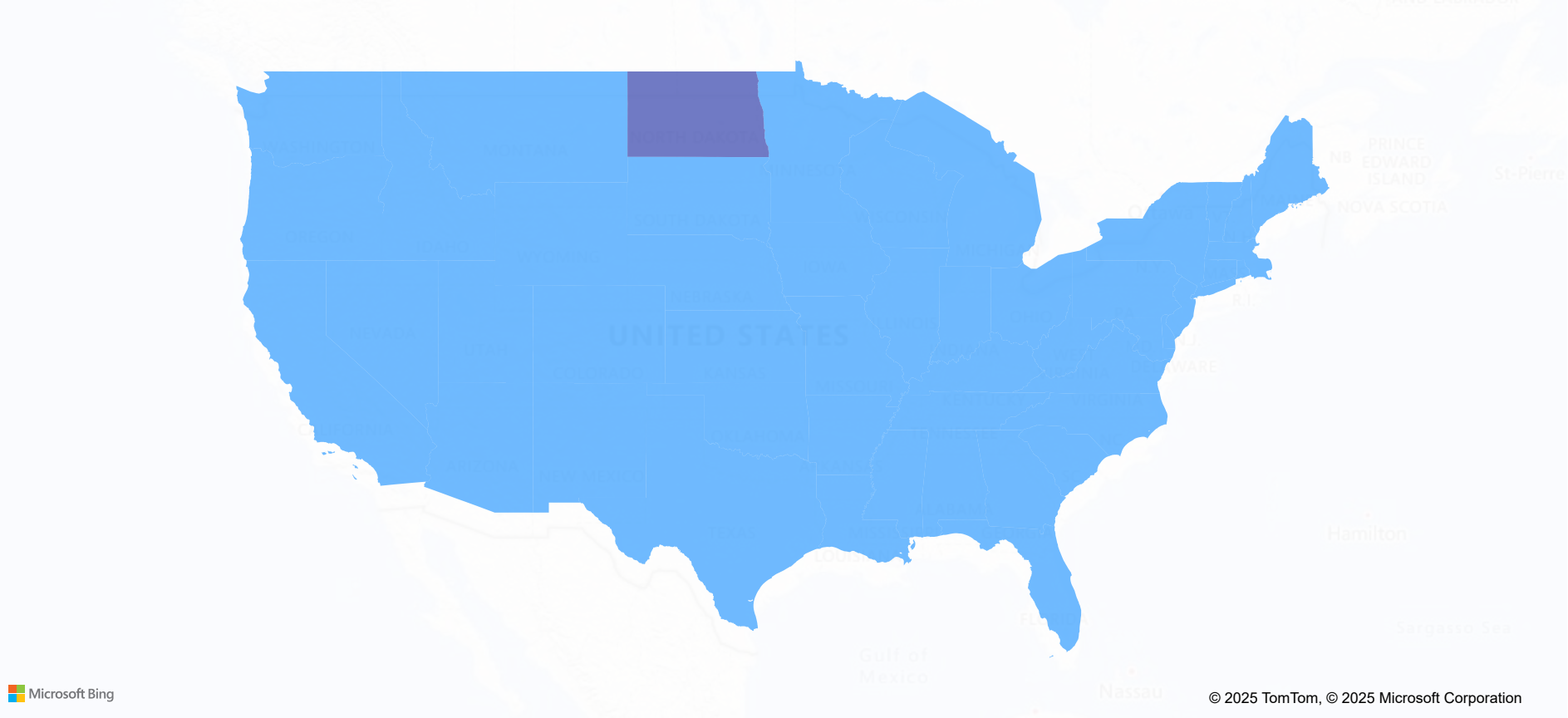## Sum of Sales by MonthName

Sum of Profit
286.41K

Year, Quarter, Month, Day

- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017

Sum of Quantity by Year

Sum of Sales, First Category, First Region and Sum of Profit by State and Category

Category ● Furniture ● Office Supplies ● Technology

Microsoft Bing

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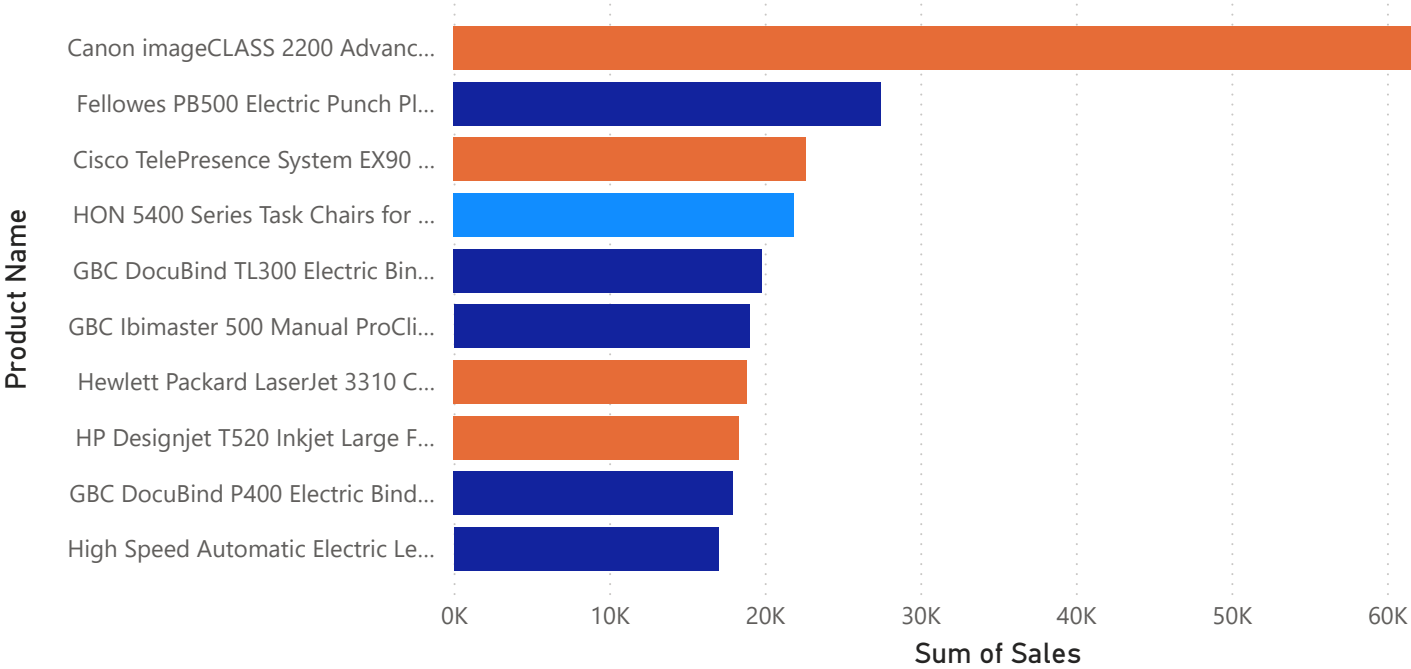
Category, MonthN... ⌄

⌄ ☐ Furniture
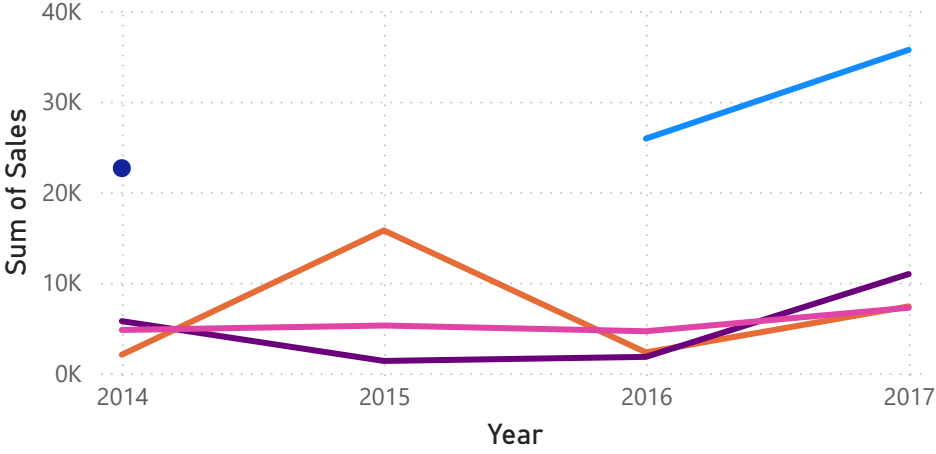
⌄ ☐ Office Supplies

⌄ ☐ Technology

Sum of Sales and Sum of Profit by Product Name and Category

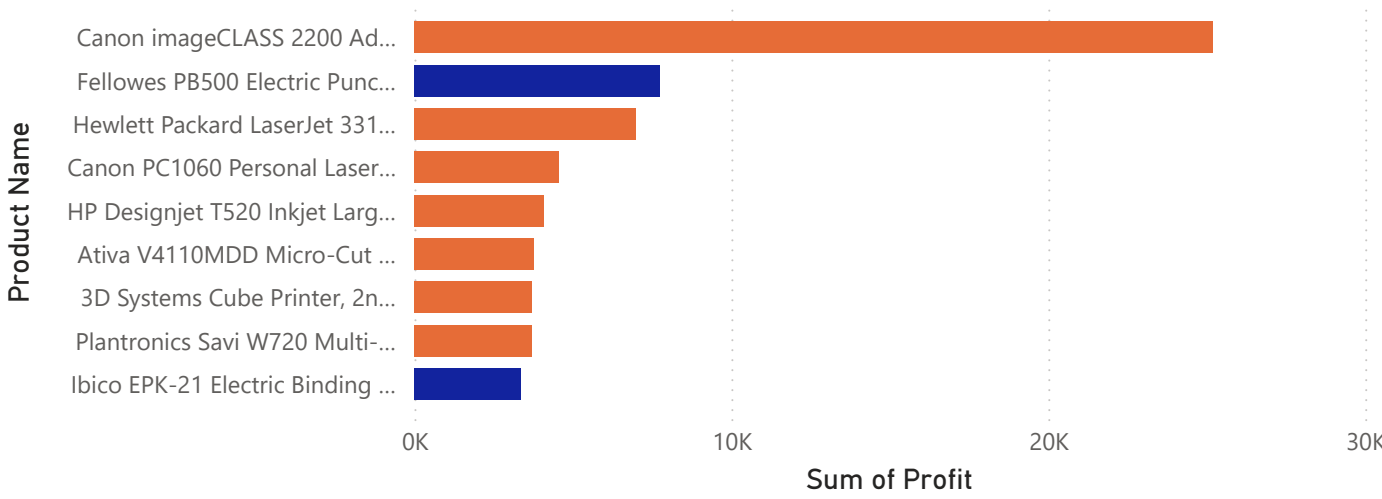**Category** ● Furniture ● Office Supplies ● Technology

Sum of Sales by Year and Product Name

Product Name ● Canon i... ● Cisco Te... ● Fellowes... ● GBC Do... ● HON 54...

Sum of Profit and Sum of Sales by Product Name and Category

Category ● Furniture ● Office Supplies ● Technology

MostProfitableProductWithProfit

Canon imageCLASS 2200 Advanced Copier | Profit: ₹25,200

Sales Analysis Dashboard

Project Name: Cleaned_SuperstoreData1

Tool Used: Excel (for Data Cleaning), Power BI (for Visualization)
Objective:

To analyze sales performance, product trends, and profitability across categories, segments, regions, and months using interactive visuals.

Key Features of the Dashboard:

- Overall KPIs like Total Sales, Profit, and Profit Margin
- Sales by Category & Sub-category using Bar/Stacked Charts
- Monthly sales trends using Line Charts
- Geo Analysis using Map visuals with regional insights
- Top Products by Sales and Profit (Card & Table visuals)
- Dynamic filtering using Slicers (Segment, Region, Category)
- DAX measures like Profit Margin and Top Product name
- Enhanced user experience with formatting, tooltips & drill-throughs

Skills Used:
Power BI | Excel Cleaning | DAX | Data Modeling | Visual Design