Executive Dashboard: Sales, Profit & Growth Analysis
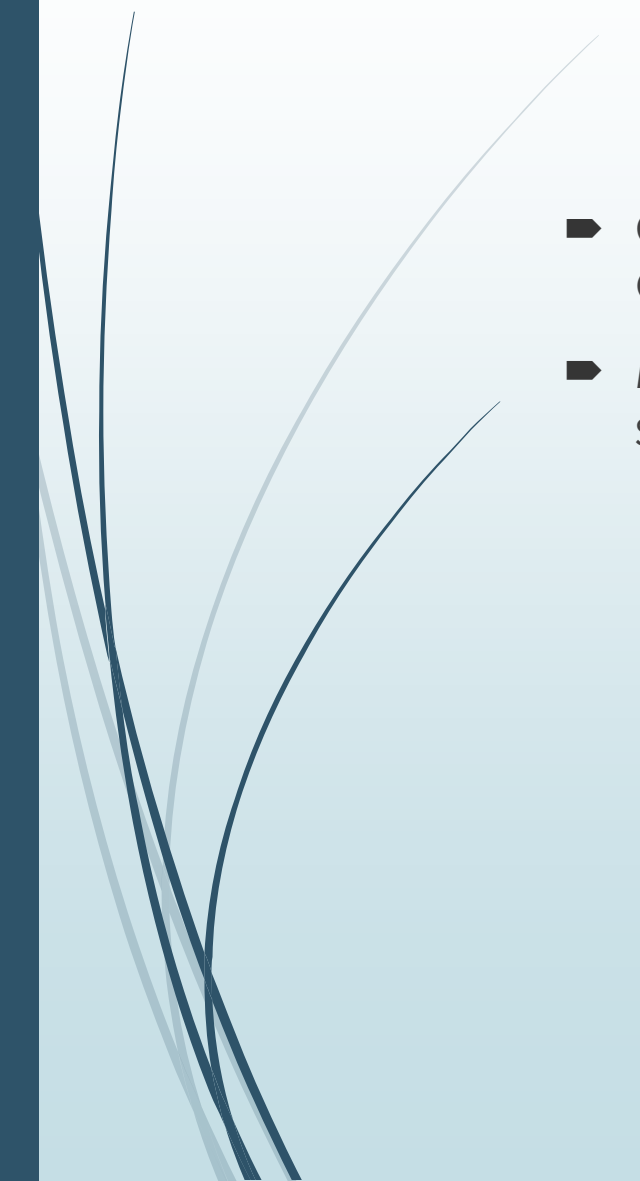
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Internship: Data Analyst Internship (Elevate Labs)

Objective

- Create an executive-level dashboard summarizing Sales, Profit, and Growth.

- Make the dashboard interactive and easy to understand for business stakeholders.

Dataset Information

- Dataset: Global Superstore Sales Data (Kaggle).

- Records: 5,000+ rows.

- **Fields:**
  Row ID, Order ID, Order Date, Ship Date, Ship Mode, Customer ID, Customer Name, Segment, City, State, Country, Postal Code, Market, Region, Product ID, Category, Sub-Category, Product Name, Sales, Quantity, Discount, Profit, Shipping Cost, Order Priority.

Key KPIs Monitored

- Total Sales

  Total Sales
  2.30M

- Total Profit

  Total Profit
  286.40K

- Total Quantity

  Total Quantity
  38K

- Sales Growth (%)

  Sales Growth
  46.95%

Dashboard Features

- KPI Cards at top: Sales, Profit, Growth, Quantity.
- Interactive Filters: Region, Year.
- Trend analysis over time.
- Sales by Product Category, State, Segment.
- Dark theme and clean layout.

Learnings from the Task

- How to create executive dashboards.
- Choosing and visualizing KPIs.
- Using DAX to calculate Growth (%).
- Importance of interactivity and design.