

Superstore Sales Dashboard & Forecasting

Created using Microsoft Power BI

Project Overview :

This project analyzes sales and profit data of a Superstore across categories, regions, and time periods. It includes KPI tracking, regional performance, customer segmentation, and a 10-day sales forecast.

Tools Used :

- *Power BI Desktop*
- *DAX (Data Analysis Expressions)*
- *Power BI Forecasting*

Dataset Used :

- *Name: Superstore Sales Dataset*
- *Format: Excel*
- *Type: Retail sales data (orders, shipping, categories, region, profit)*

Key KPIs & Features :

- *Total Sales, Profit, Orders, Avg Shipping Time*
- *Sales breakdown by Category, Sub-Category, Region, State*
- *Year-on-Year Trends (2019–2020)*
- *Top 10 States by sales*
- *10-Day Sales Forecasting*

Key Insights :

- *Office Supplies category had the highest sales*
- *West region led in total sales*
- *Cash on Delivery was the most popular mode of payment*
- *Consumer segment had the highest sales*

Super Store Sales Dashboard

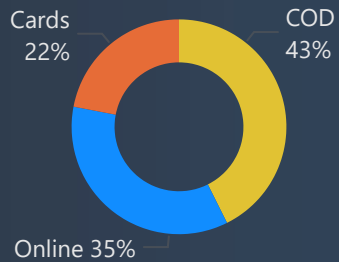
Central

East

South

West

Sales by Payment Mode



Orders

22K

Profit

175.26K

Avg Ship days

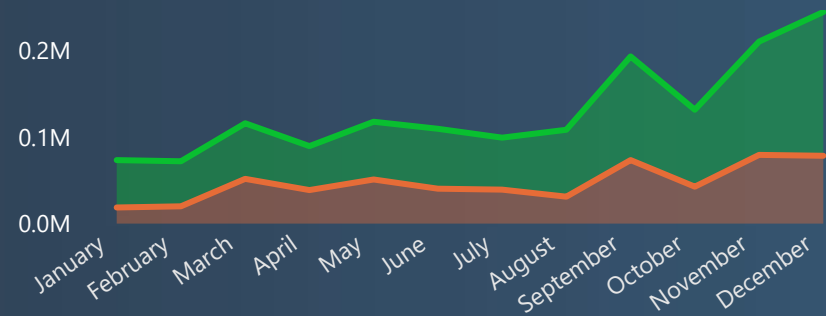
4

Sales

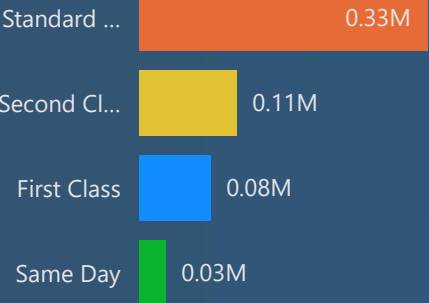
1.57M

Year on Year Monthly Sales

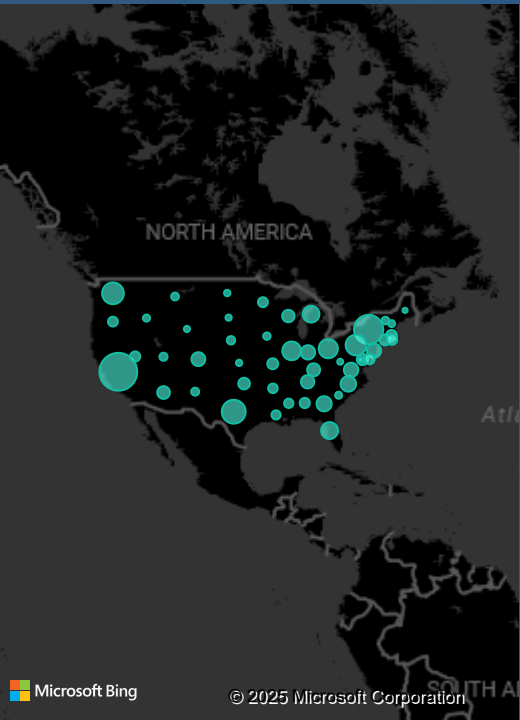
Year ● 2019 ● 2020



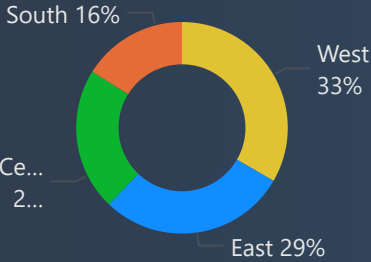
Sales by Ship Mode



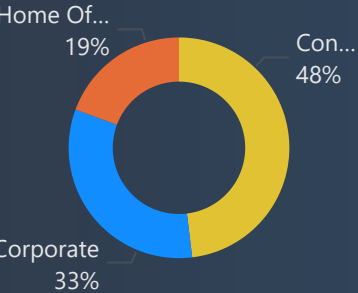
Sales and Profit by State



Sales by Region

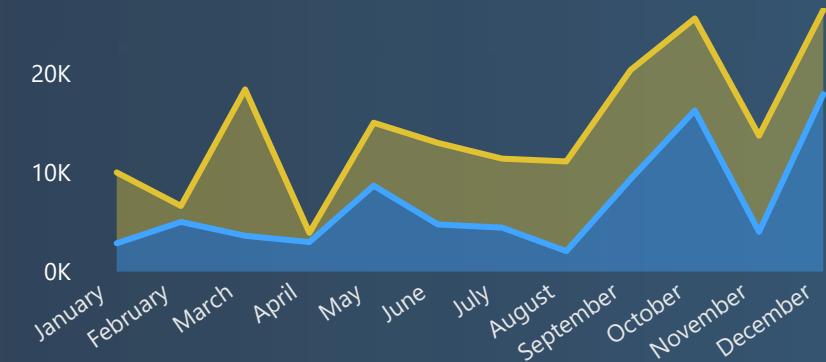


Sales by Segment

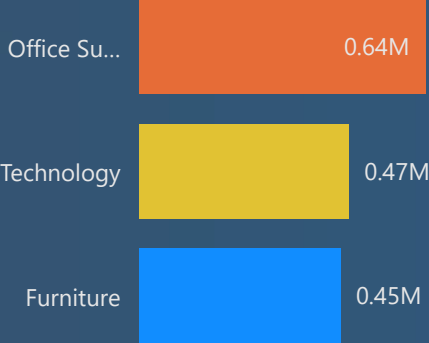


Year on Year Monthly Profit

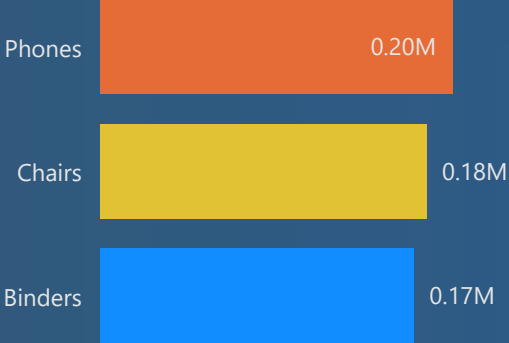
Year ● 2019 ● 2020



Sales by Category

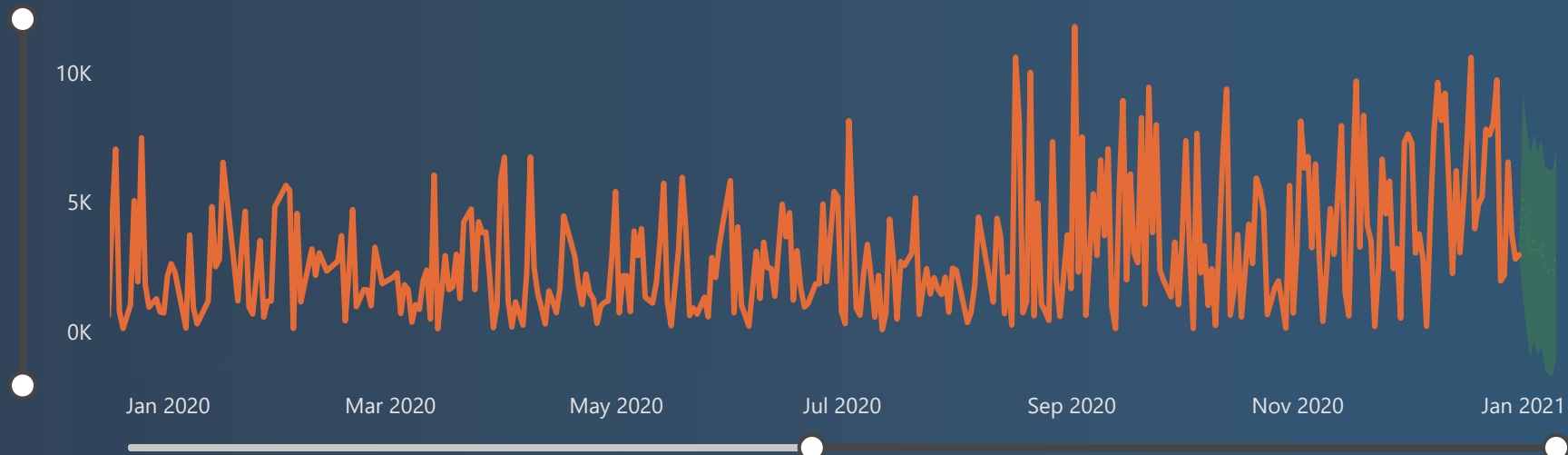


Sales by Sub-Category



Super Store Sales Forecast - 10 Days Forecast

Sales Forecast - 10 Days



Sales Forecast - 10 Days



Sales by States - Top 10 States

