



Sales and Profit Analysis Dashboard

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Power BI Interactive Dashboard for
Business Stakeholders



Purpose of the Dashboard

To provide business stakeholders with real-time insights on:

Total sales and profit trends

Regional and segment-wise performance

Category-wise profit distribution

Interactive filtering for deeper analysis

Dataset Overview



Source: Kaggle – Supermarket Sales Dataset

Size: Over 5,000 sales transaction records



Fields Used:




- Numerical : Discount, No. of records, Profit, Quantity, Profit ratio, Sales, Postal Code
- Categorical : Category, City, Country, Customer Name, Manufacturer, Region, Segment, Category, Sub-Category
- Temporal : Order Date, ship Date

“This dataset simulates a global retail business with various categories and regional branches. It gives us enough granularity for effective analysis.”

Key Performance Indicators (KPIs)

Visual: Show card visuals from the dashboard

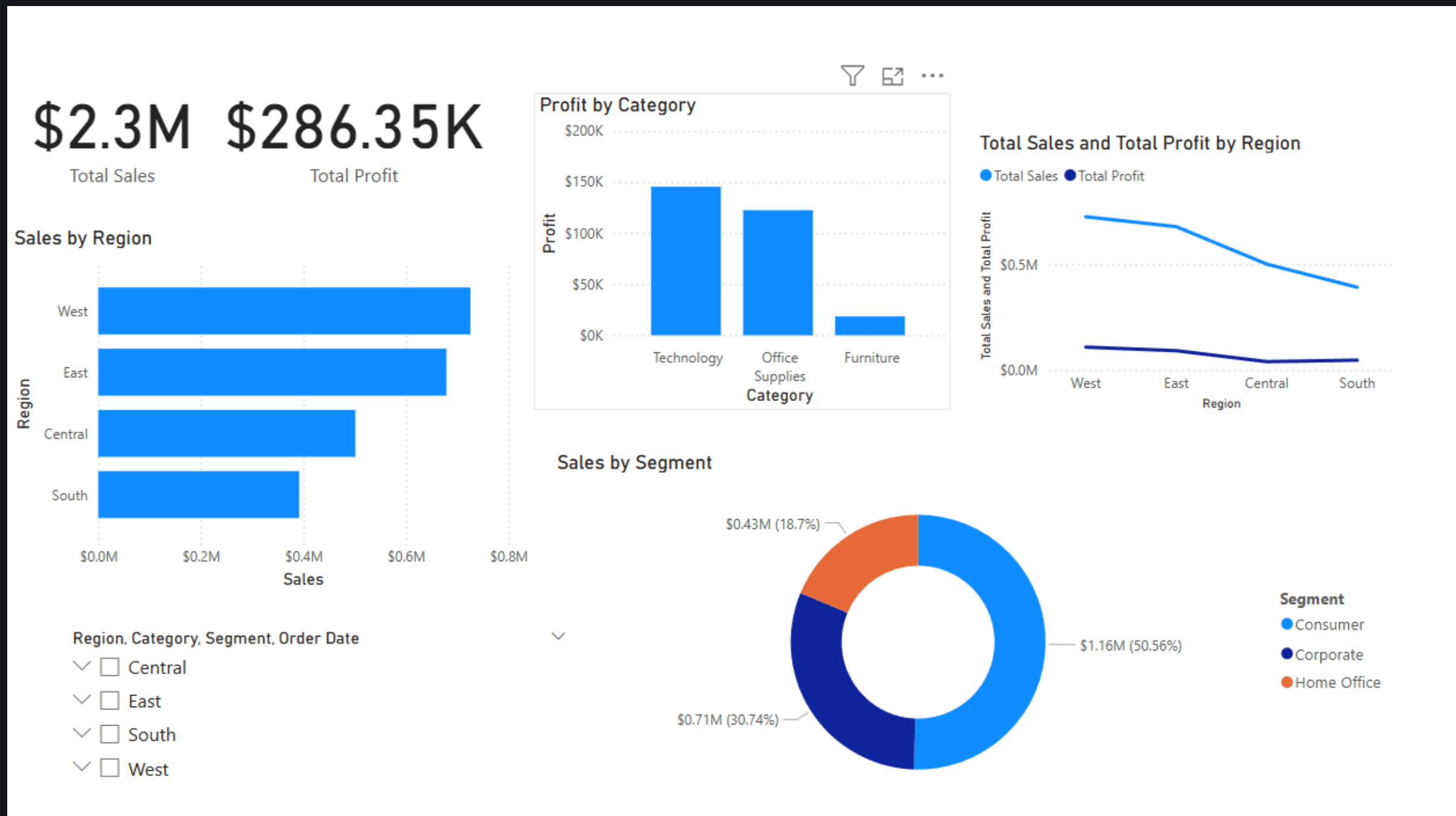
Details:

-  Total Sales: \$2.3 Million
-  Total Profit: \$286.35K
-  Estimated Profit Margin: ~12.45%
- (Calculated as Profit ÷ Sales)

“We start with the three most important metrics for any business: how much we’ve sold, how much profit we’ve made, and the overall margin.”



Interactive Power BI Dashboard Layout



Components:

- KPI Cards (Top section)
- Sales by Region (Bar chart)
- Profit by Category (Bar chart)
- Sales by Segment (Donut chart)
- Filters/Slicers (Region, Category, Segment, Order Date)

This dashboard was structured to show key metrics at the top and allow deep dives below using interactivity.

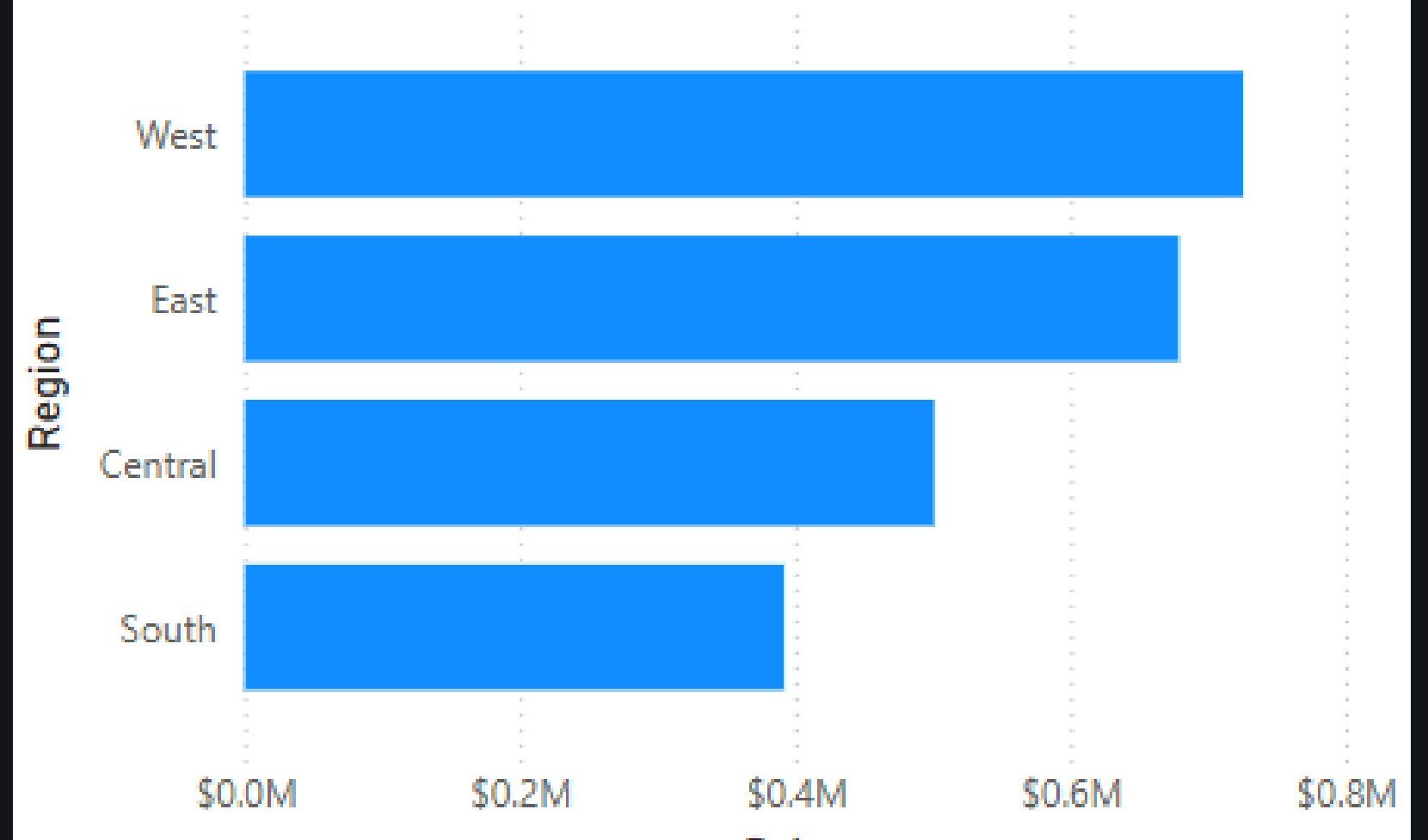
Region-Wise Sales & Profit

Insights:

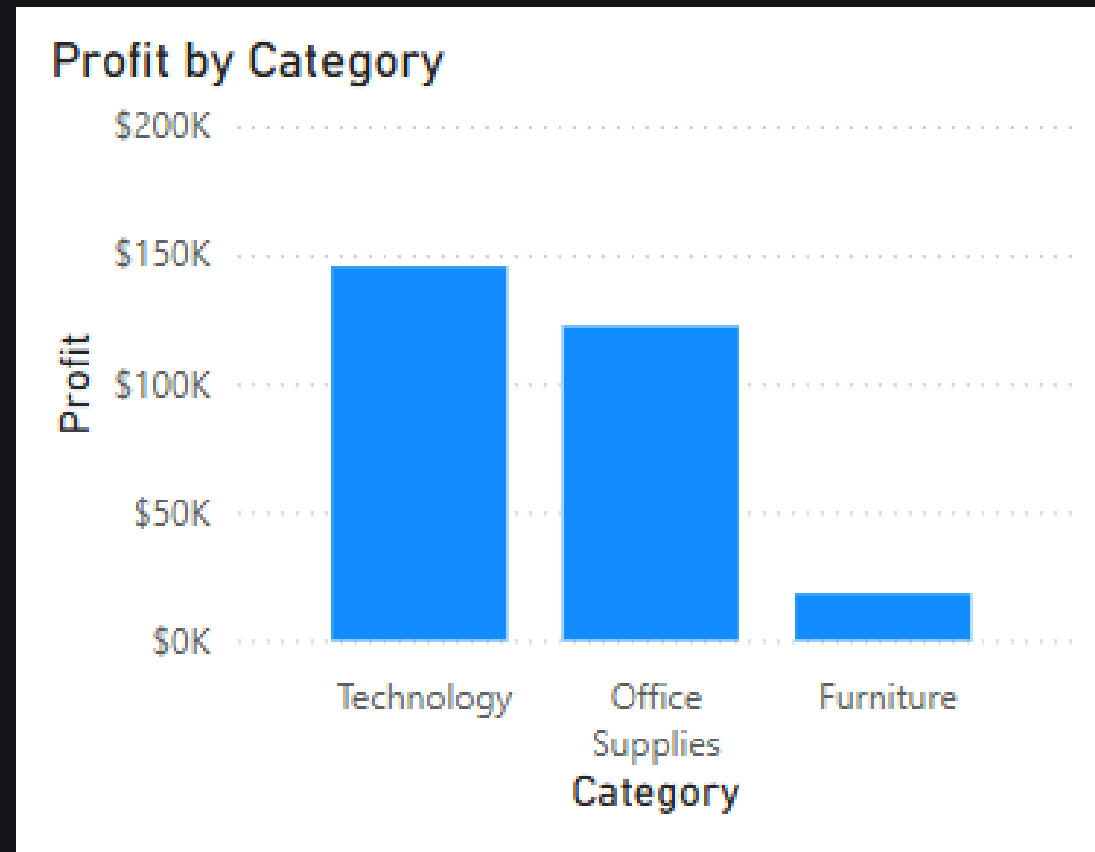
- West region leads in both sales and profit.
- Central and South regions have lower performance, indicating opportunity for growth.
- Sales >\$0.5M in the top regions.

The Western region is the strongest, whereas other regions need attention, especially South, where sales and profit are both low.

Sales by Region

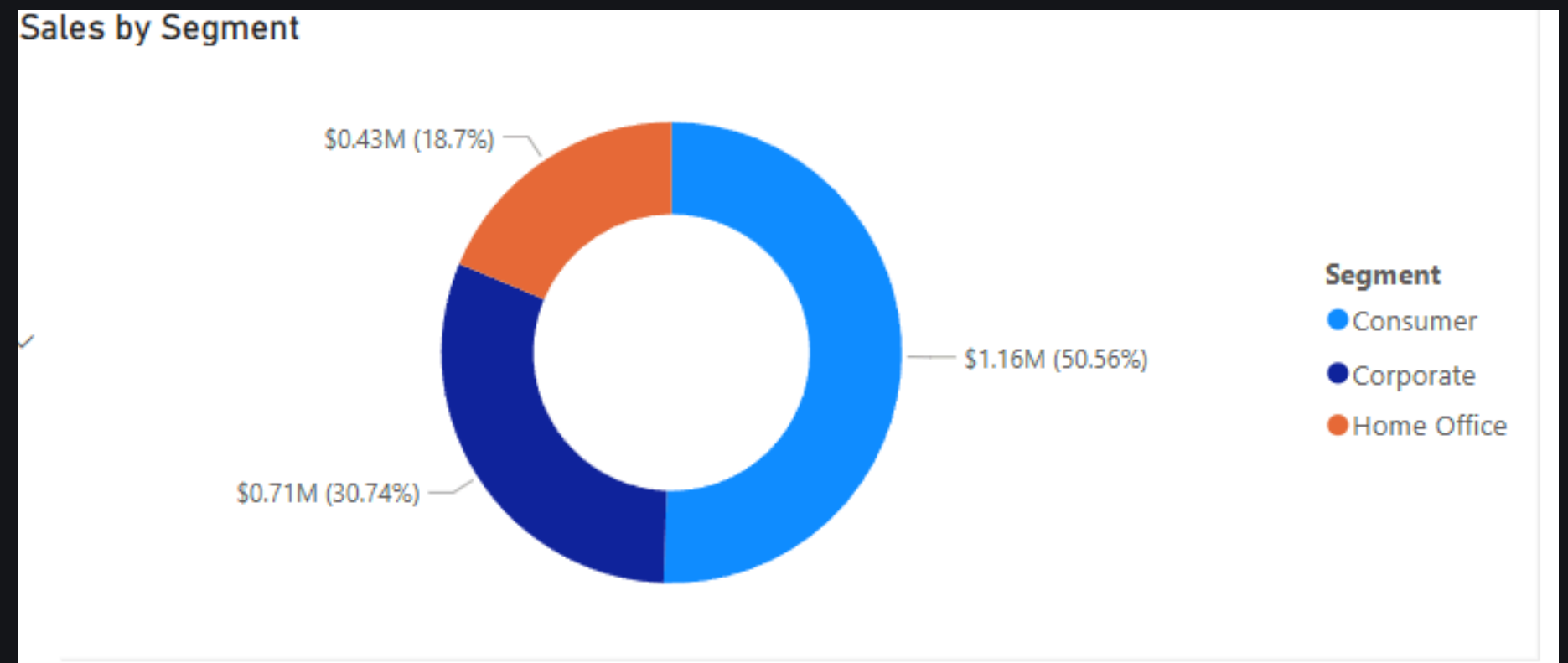


Profit by Product Category



- Technology category has the highest profit (~\$200K).
- Furniture and Office Supplies underperform in comparison.

- Sales by Customer Segment
- Consumer Segment: ~51% of Total Sales
- Corporate: ~31%
- Home Office: ~19%.



Technology is the most profitable product category. The Consumer segment dominates, showing where most of our revenue comes from.

Strategic Business Suggestions

- **Promote high-margin Technology products in underperforming regions.**
- **Improve Furniture and Office Supplies profitability through discount control or sourcing.**
- **Run targeted promotions for Home Office customers to increase sales.**
- **Invest in Consumer Segment Loyalty Programs to drive retention.**

Thank You