

# INTERACTIVE SALES DASHBOARD USING POWER BI

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# OBJECTIVE

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- Analyze sales, profit, and quantity metrics across categories, cities, and products.
- Identify trends and insights to help stakeholders make data-driven decisions.
- Provide interactive filters and summarized KPIs for real-time exploration.

# DATASET OVERVIEW

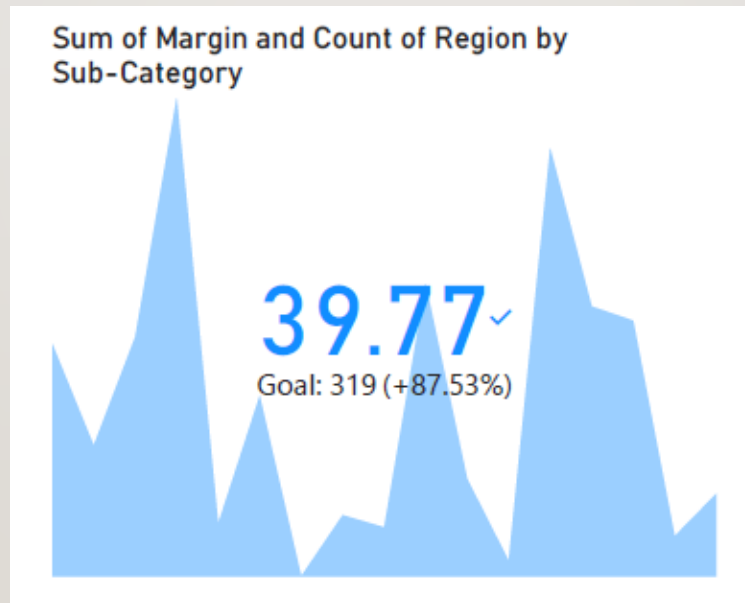
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- **Source:** Kaggle - Superstore Sales Data
- **Fields Used:**
  - Order Date, Sales, Profit, Quantity, Discount, Category, Sub-Category, City, Ship Mode, Segment

# SUM OF MARGIN AND COUNT OF REGION BY SUB-CATEGORY

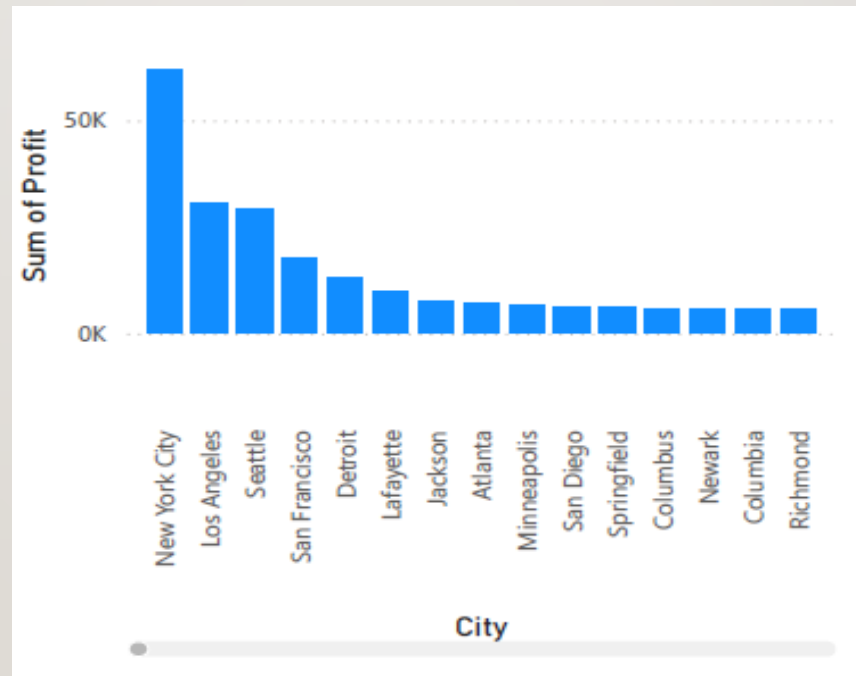
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- Type:** KPI Card
- Purpose:** Shows margin performance and regional distribution across different sub-categories.



# SUM OF PROFIT BY CITY

- Type:** Bar Chart
- Purpose:** Visualizes total profit contribution from each major city.

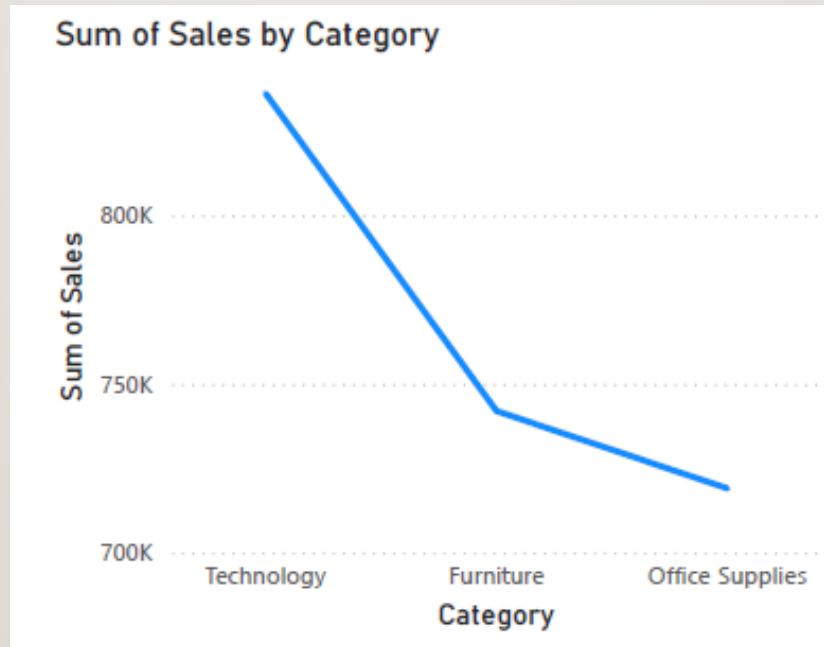




# SUM OF SALES BY CATEGORY

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- Type:** Line Chart
- Purpose:** Compares total sales across broad categories — Technology, Furniture, and Office Supplies.



# SUM OF SALES, PROFIT, AND QUANTITY

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- Type:** Card Visuals
- Purpose:** Provides quick, high-level KPIs:
  - Total Sales
  - Total Profit
  - Total Quantity Sold

1.56K

Sum of Discount

2.30M

Sum of Sales

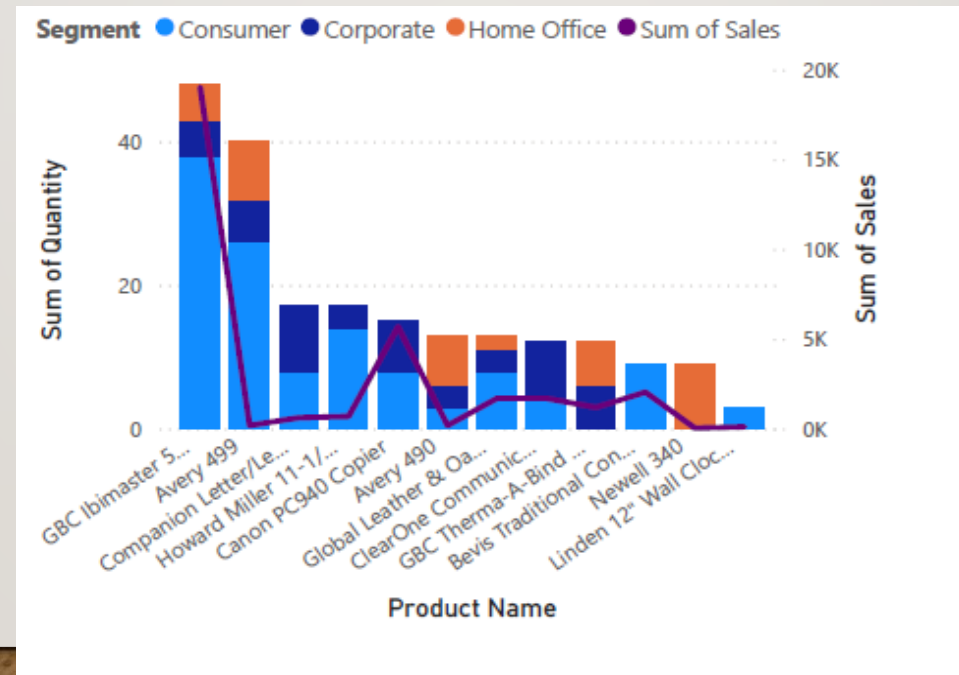
38K

Sum of Quantity

# SUM OF QUANTITY AND SUM OF SALES BY PRODUCT NAME AND SEGMENT

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- Type:** Stacked Bar Chart
- Purpose:** Analyzes which products and customer segments (Consumer, Corporate, Home Office) are driving quantity and revenue.





# SUM OF DISCOUNT BY SHIP MODE

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- Type:** Water Fall
- Purpose:** Compares the total discount offered under different shipping modes (Standard Class, First Class, Second Class, Same Day).

