Data Analyst Internship

Task 3: Interactive Dashboard Design & Analysis

Presented By

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Dashboard Objective & Data Source

➢ **Objective:** To design an interactive Power BI dashboard providing actionable insights into Superstore Sales performance for business stakeholders.

➢ **Tools Used: Power BI Desktop**

➢ **Original Dataset:** Sample - Superstore.csv (Financial Sales Data Downloaded from Kaggle)

➢ **Dataset Used: Cleaned Task_1_Superstore_Sales_Data_Cleaned.xlsx**

➢ **Why this data?**
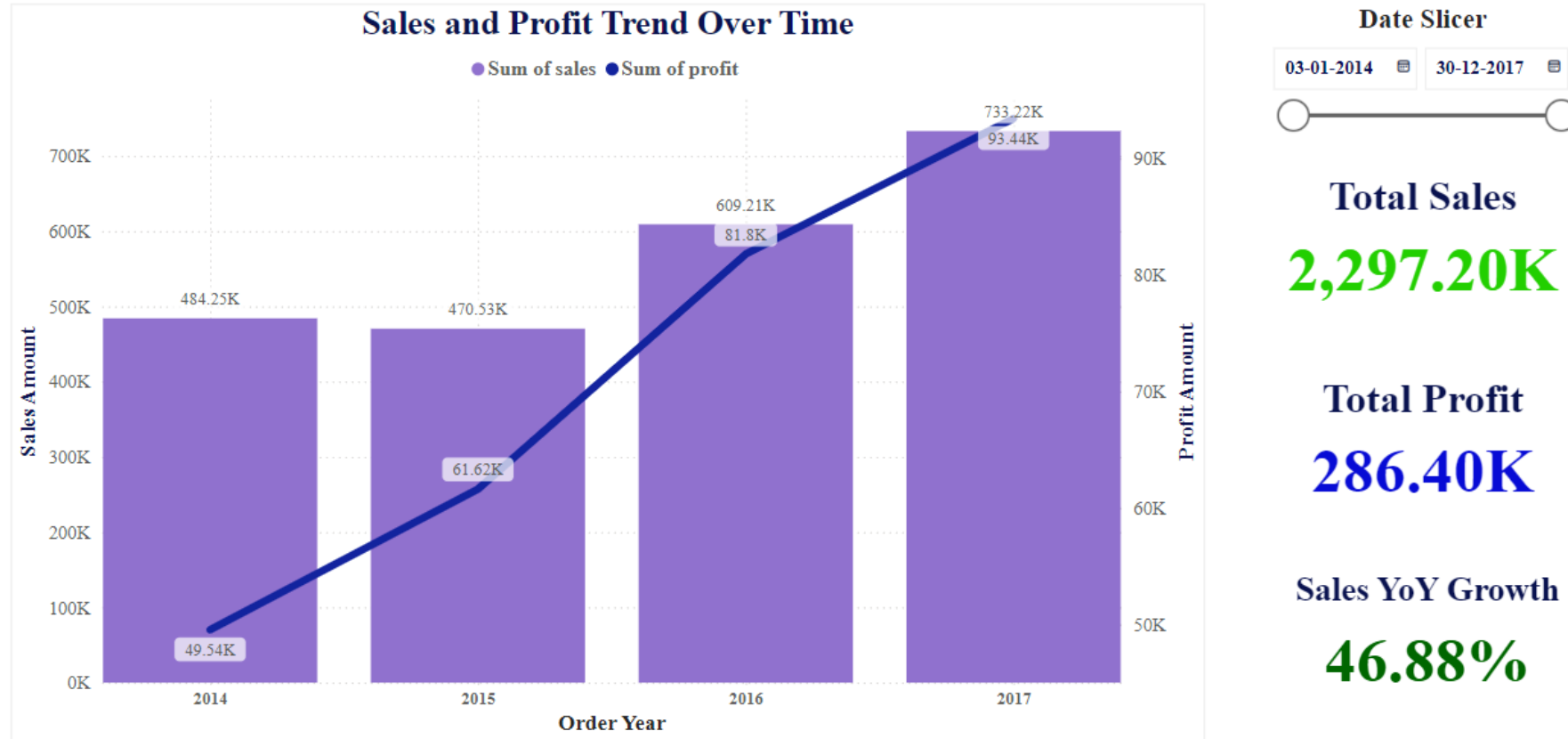 ▪ Used to analyze sales, profit, and customer behavior trends

Executive Summary: Key Performance Indicators

Overall Performance: Overall sales performance shows growth, but profitability remains a key challenge, particularly in certain product categories.

| Total Sales	Total Profit	Sales YoY Growth
2,297.20K	286.40K	46.88%

➢ **Total Sales:** Cumulative revenue generated. Top-line measure of business activity.

➢ **Total Profit:** Net financial gain or loss. Highlights profitability issues (e.g., **-20.9K Loss**).

➢ **Sales YoY Growth %:** Year-over-year sales change. Shows business growth trajectory.

Sales & Profit Trends: Identifying Performance Periods

Sales and Profit Trend Over Time

● Sum of sales ● Sum of profit

- **Date Slicer**
  - 03-01-2014
  - 30-12-2017
- **Total Sales** 2,297.20K
- **Total Profit** 286.40K
- **Sales YoY Growth** 46.88%

- **Consistent Sales Growth YOY:** Business is expanding.
- **Diverging Profitability Trend:** Profit volatility and overall decline despite sales growth.
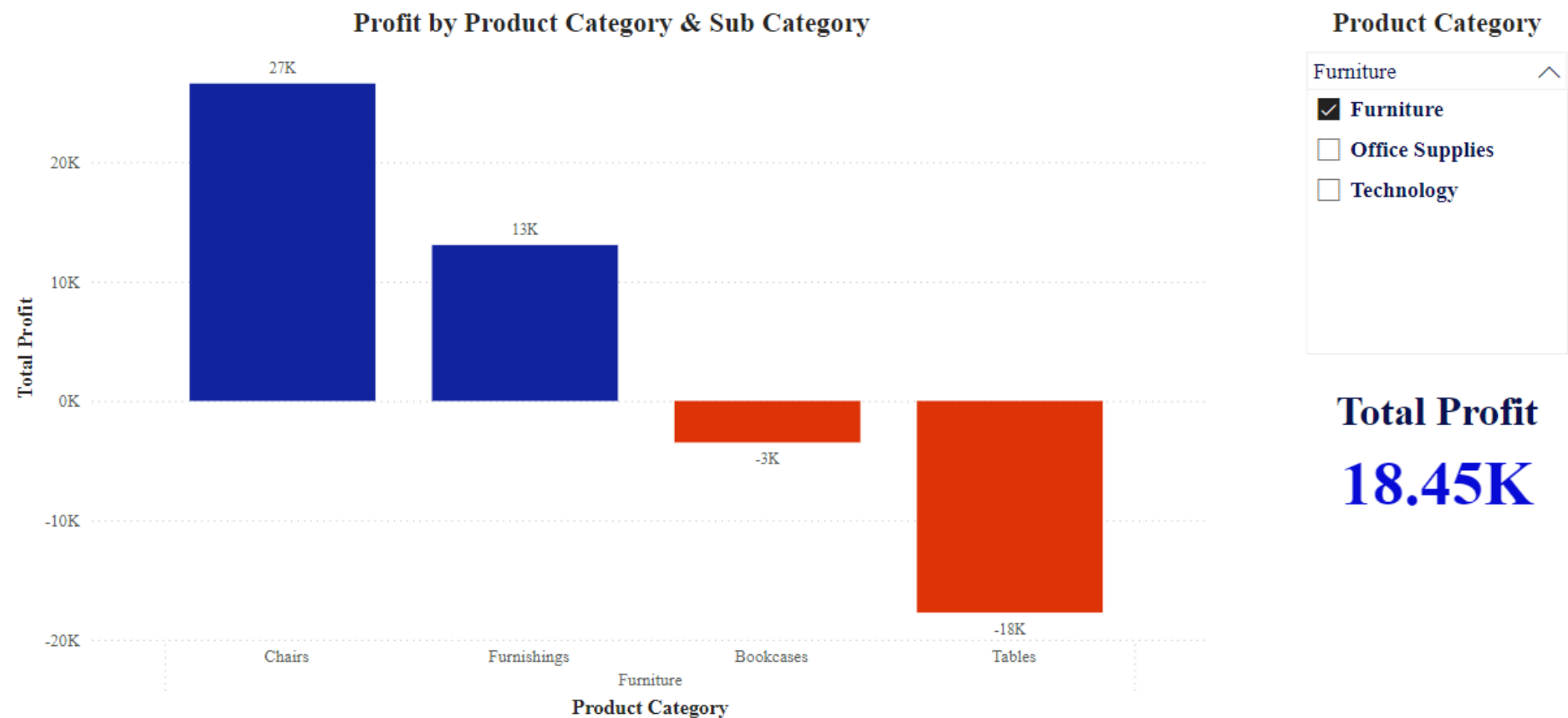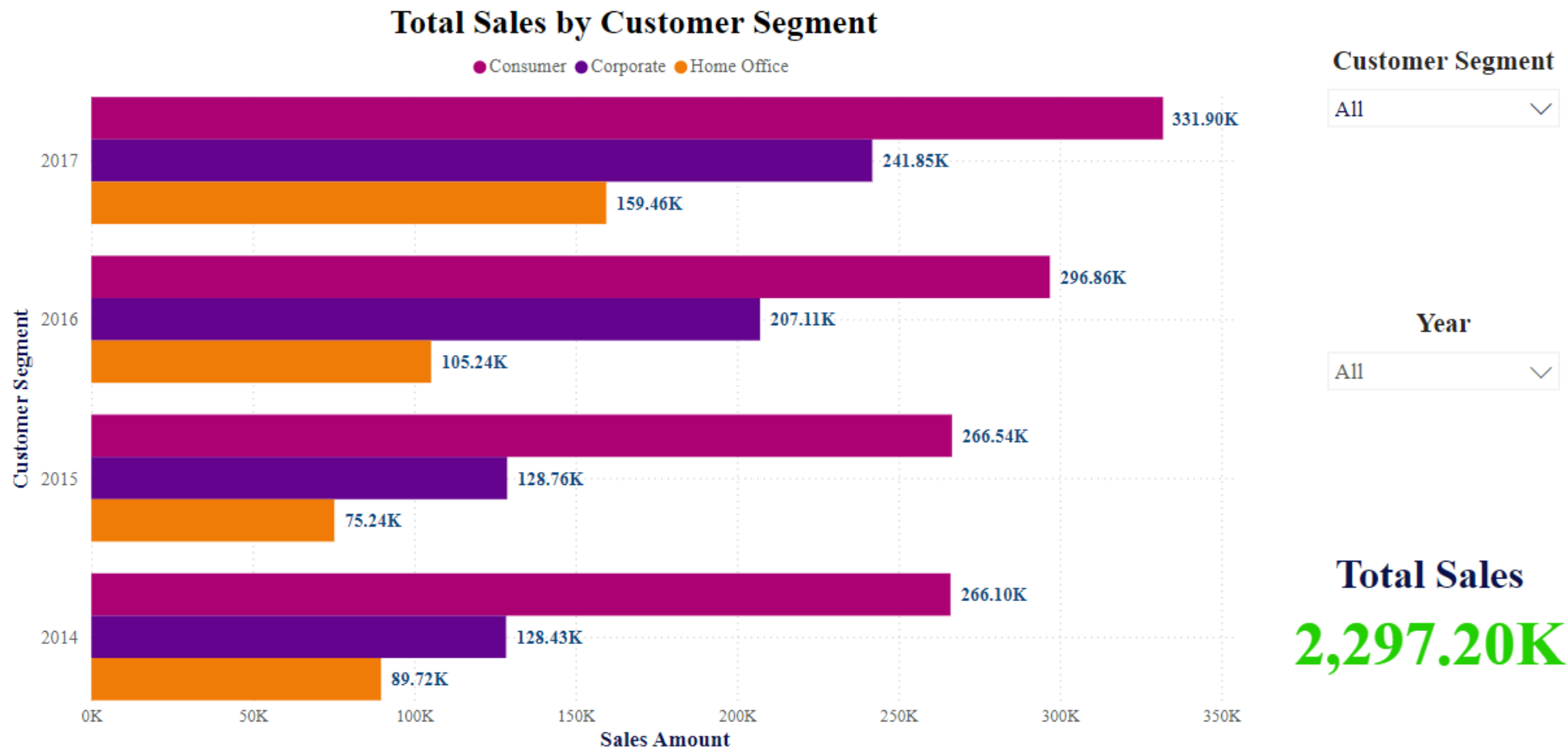
Product Category Profitability: Uncovering Losses
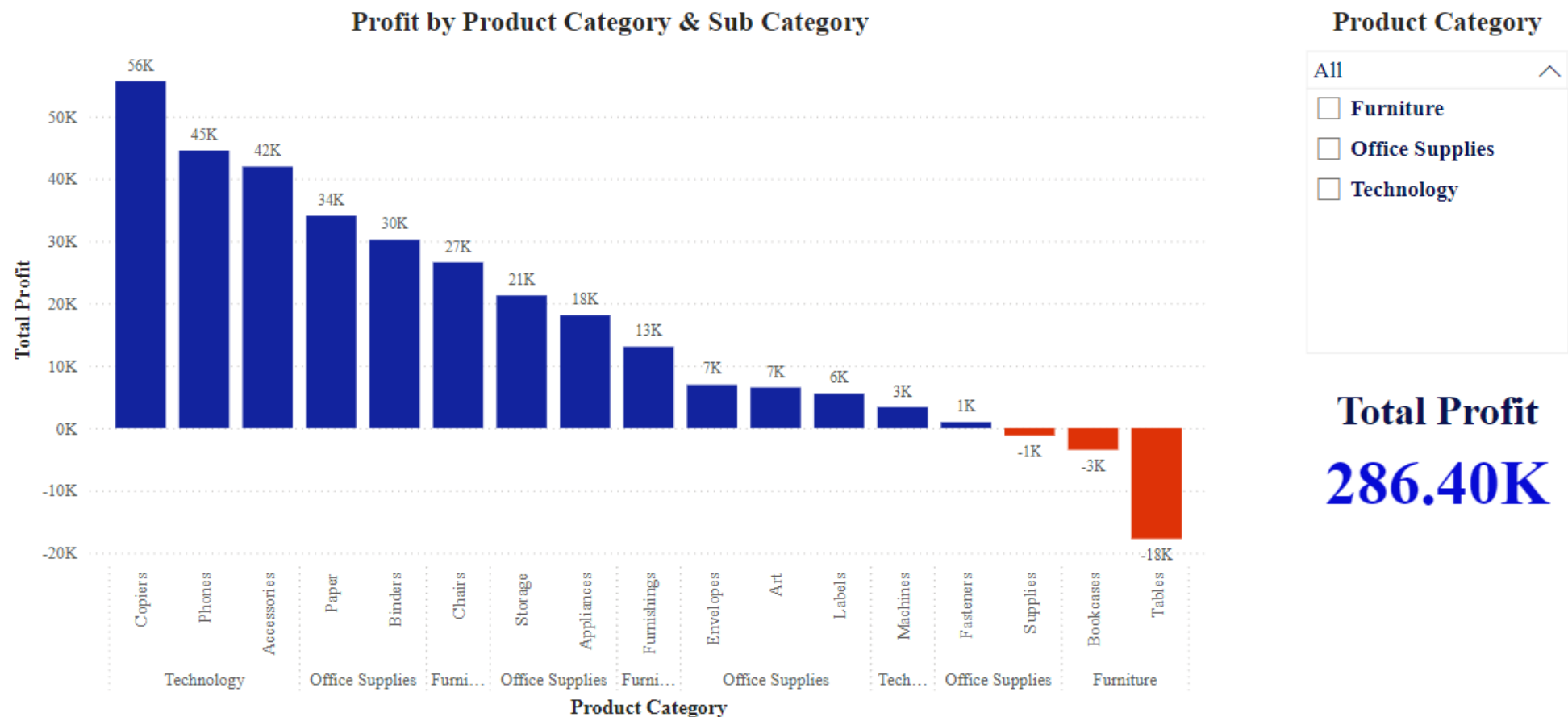
Insight: Technology and Office Supplies are the primary profit drivers, consistently contributing positively.

Product Category Profitability: Uncovering Losses

Insight: The **Furniture category is consistently unprofitable**, requiring urgent attention.

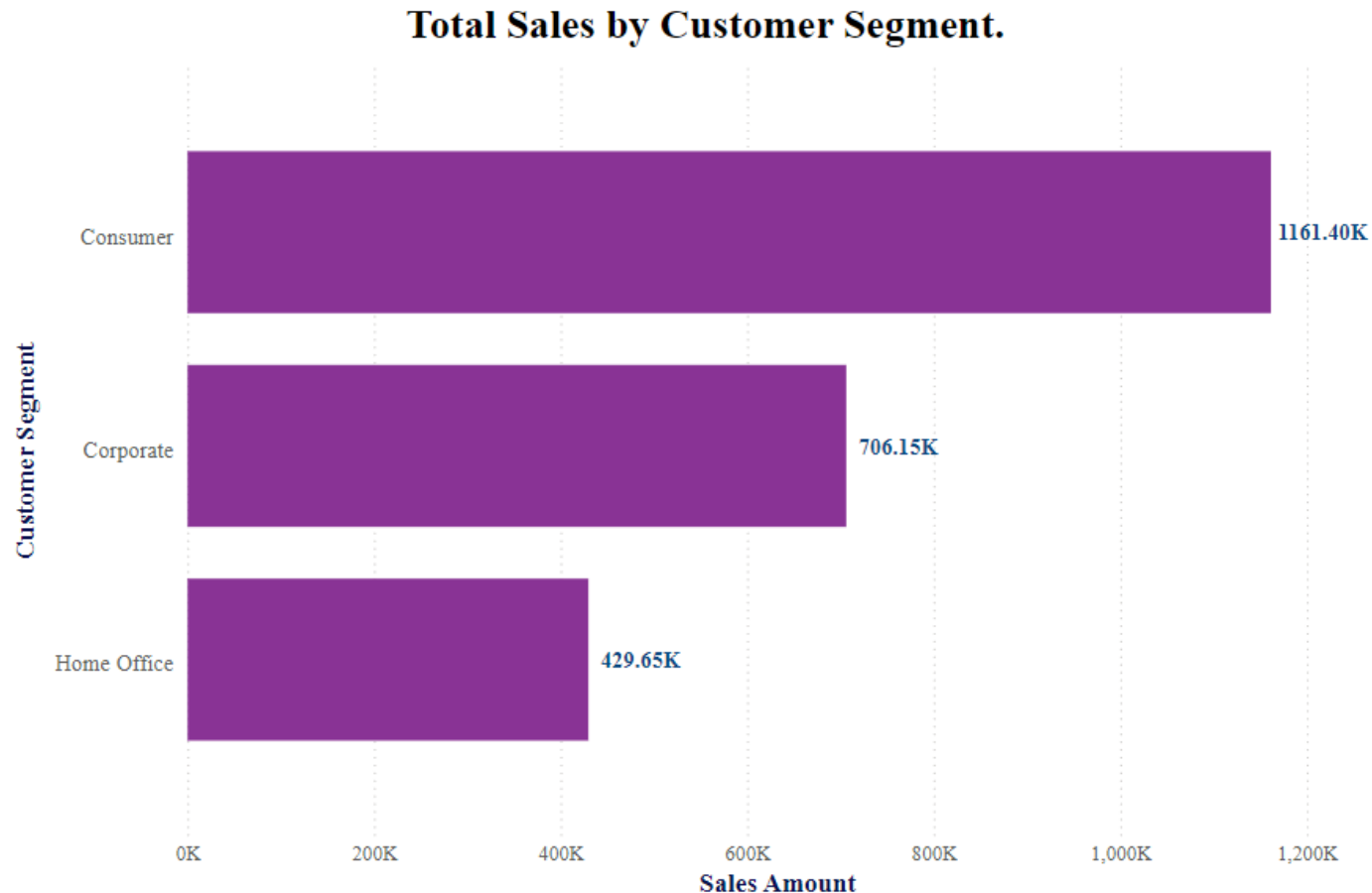Profit by Product Category & Sub Category

Customer Segment Contribution to Sales

Insight: The Consumer segment dominates total sales, making up over 50% of revenue, followed by Corporate. Home Office accounts for the smallest share.

Customer Segment Contribution to Sales
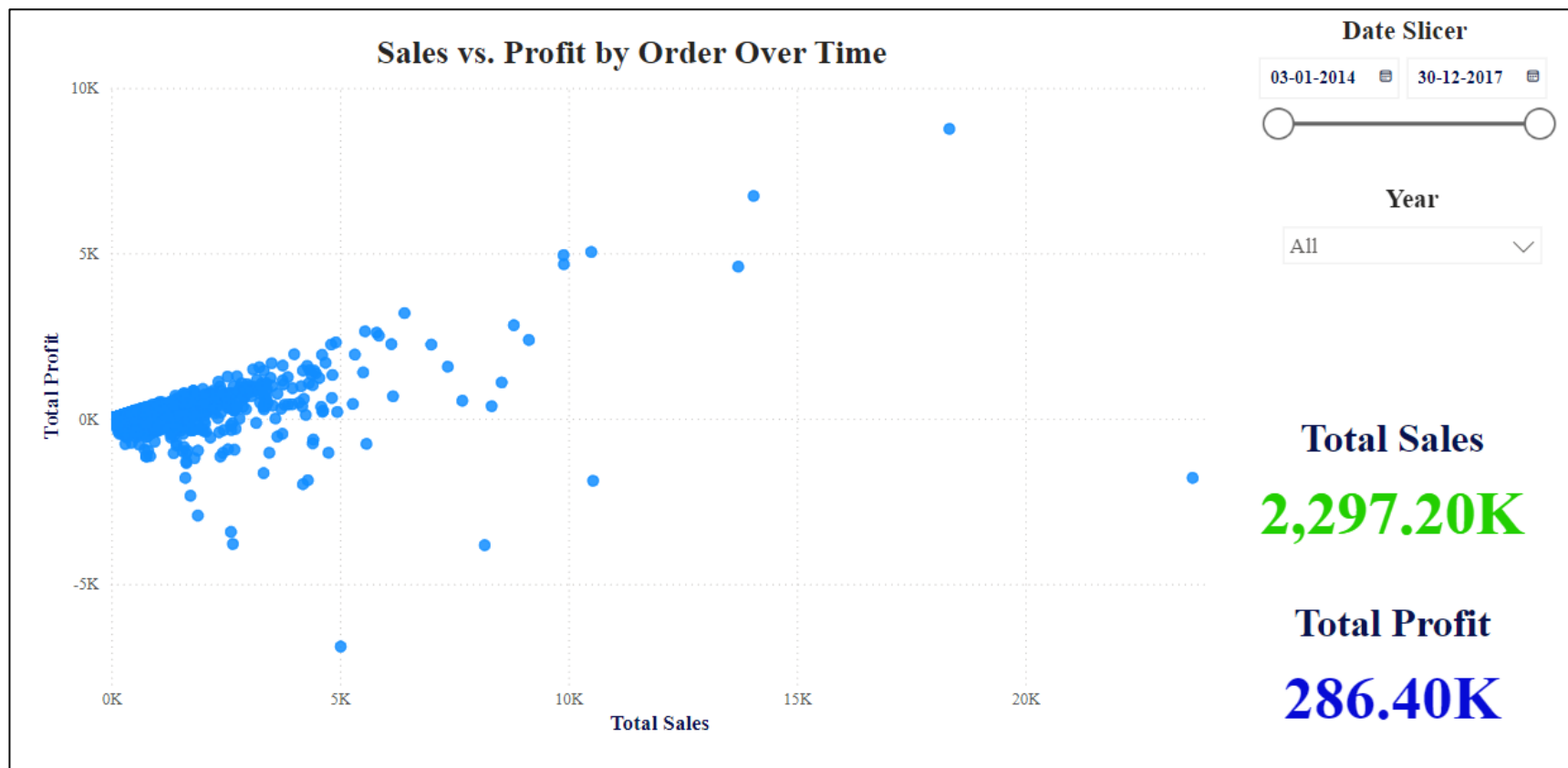

Total Sales by Customer Segment.

Insight: The Consumer segment dominates total sales, making up over 50% of revenue, followed by Corporate. Home Office accounts for the smallest share.

Sales vs. Profit: Identifying Unprofitable High-Volume Orders

Insight: While generally, higher sales correlate with higher profit, a significant number of high-sales orders (especially in the Furniture category) are resulting in minimal or even negative profit. This suggests issues with pricing, discounts, or associated costs for these large transactions.

Strategic Recommendations & Actions

- ✓ **Profitability Deep-Dive:** Conduct urgent analysis on **Furniture category costs, pricing, and discounts** to halt losses.

- ✓ **Unprofitable Sales Review:** Investigate high-volume, low-profit orders (especially Furniture) to refine **discount policies and cost management**.

- ✓ **Segment Optimization:** Continue targeting **Consumer segment**, while exploring growth strategies for the **Home Office** segment.

- ✓ **Ongoing Monitoring:** Utilize the interactive dashboard for continuous performance tracking and timely intervention.

Thanks You..