<u>Dashboard Overview: Sales Performance Analysis of Supermarket Data</u>

This Power BI dashboard titled "Dashboard for Supermarket Sales Data" has been created by Ateekurrahman to analyze the sales performance of different product categories across regions, months, and payment methods. The dashboard provides a comprehensive and interactive visual representation of supermarket transactions.

Key Metrics Displayed:

- Total Unit Price: 56.73K

- Total Quantity Sold: 518 units

These KPI cards on the top give an overall summary of sales performance.

Regional Insights:

- A map visual shows the distribution of total quantity sold and transaction count across Asia, Europe, and North America.

- A pie chart confirms equal transaction counts (80 each) from all three regions, indicating a balanced regional contribution.

Category-Wise Sales Performance:

- A horizontal bar chart highlights that Clothing is the top-selling category in terms of quantity sold (145 units), followed by Books (114) and Sports (88).

- A separate bar chart shows Clothing also leads in total revenue (₹920), followed by Home Appliances (₹599).

Payment Method Analysis:

- Debit cards are the most preferred mode of payment (14 transactions), followed by credit cards (10), and PayPal (1).

- This helps in understanding customer behavior and can assist in optimizing payment offerings.

Monthly Performance:

- The line chart of total revenue by month reveals that August generated the highest revenue (₹1059), showing a peak in sales.

- A bar chart of quantity sold by month shows August again as the highest-selling month in terms of quantity (9 units), indicating a seasonal trend.

Interactive Filters:

- A vertical slicer is used for filtering visuals by **month**, enabling users to focus on monthly trends.

- All visuals are interconnected to update dynamically based on month selection.

Conclusion:

This dashboard offers a clear and interactive view of supermarket sales data, helping stakeholders to:

- Identify best-selling products and regions

- Monitor revenue trends month-wise

- Understand customer preferences in terms of payment methods

- Make data-driven business decisions based on real-time visual insights