

Dashboard Storyboard – Task 2

This Power BI dashboard analyzes sales data from a Superstore dataset.

Visuals Included:

1. Sales by Region

- Compares total sales across East, West, Central, and South regions.

2. Profit by Region

- Shows where the business is most and least profitable.

3. Sales Over Time

- A line chart revealing sales trends by date — helps spot seasonal spikes.

4. Top 10 Customers by Sales

- Highlights the highest-value customers driving revenue.

5. Sales by Segment

- Donut chart comparing sales from Consumer, Corporate, and Home Office segments.

6. Discount vs Profit

- A scatter plot showing how discounts impact profit — to find if higher discounts reduce profit.

Slicers (Filters):

- **Region** – filter all visuals by region
- **Segment** – compare customer types
- **Product Category** – narrow down to Furniture, Tech, or Office Supplies
- **Order Date** – select specific time periods

Insights:

- The East region leads in sales but not always in profit.
- Certain high-discount sales generate low or negative profit.
- Corporate segment contributes strong revenue with balanced profit.
- Some months show consistent spikes, useful for planning inventory or promotions.