MICROSOFT POWER BI - AMAZON SUPERSTORE SALES DASHBOARD

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1. 🔍 Overview

This project showcases a dynamic Power BI dashboard built using the Amazon Superstore Sales dataset. The primary goal of this dashboard is to analyze sales performance across various dimensions such as region, product category, customer segment, and order date. By transforming raw data into meaningful visualizations, the dashboard helps uncover trends, highlight profitable segments and identify areas of improvement for better business decision-making. Whether you're a data enthusiast, business analyst or stakeholder, this dashboard provides a comprehensive view of E-Commerce (X) Retail operations and key metrics at a glance.

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2. 📁 Dataset Source

The dataset used in this project is the 'Amazon Superstore Sales Data' in Excel format. It includes details such as Order Date, Sales, Profit, Region, Category, Sub-Category, and Customer Information. The BE10X organisation issued this dataset. This dataset is available in a downloadable format from Kaggle. In this project, the dataset is downloadable in an easy format with the Google Drive link - https://docs.google.com/spreadsheets/d/149OIuPX8rPz_w2F6hQ9zzNXxms9uYQJB/edit?usp=sharing&ouid=100260939393469236442&rtpof=true&sd=true

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🎯 3. Objectives

The primary objective of this Power BI dashboard is to extract actionable insights from the Amazon Superstore Sales dataset by:

- Analyzing sales performance across categories, sub-categories, and regions.
- Identifying key trends in profit and sales over time (seasonal fluctuations).
- Understanding regional performance via maps and pie charts.
- Examining customer behavior through segment, shipping mode, and payment method analysis.
- Displaying KPIs that help decision-makers monitor the health of the business at a glance.

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4. Dashboard Features

- Interactive slicers for filtering data by Region.
- Pie charts showing proportional sales by Product Category, Shipment Mode, and Payment Mode.
- Geographical visualization with regional distribution maps.
- Time-based trend analysis of sales and profit using stacked line charts.
- Key Performance Indicators (KPIs) displayed using Card visuals.
- Clean and visually pleasing purple gradient background with enhanced canvas formatting.
- Integrated error handling and data cleaning via Power BI's ETL feature.

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5. KPIs and Metrics

The dashboard showcases the following core business KPIs:

- **Total Sales** – Total revenue generated.
- **Total Profit** – Net profit after costs.
- **Total Orders** – Number of unique orders placed.
- **Product Count** – Total number of distinct products available in the dataset.

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6. Visuals Included

The visuals used in the dashboard are:

- **Bar Charts**:
    - Category vs Sales

    - Sub-Category vs Sales
- **Pie Charts**:
    - Sales by Region
    - Shipment Mode
    - Payment Mode
    - Product Categories
- **Line Charts**:
    - Seasonal Fluctuation of Sales
    - Seasonal Fluctuation of Profit
- **Map Visualization**:
    - Regional Sales Distribution (Interactive Map)
- **Cards**:
    - KPIs: Total Sales, Profit, Orders, Products
- **Slicer**:
    - Region-based filter

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7. How to Use the Dashboard

- Use the **Region slicer** to filter all visuals for a specific region.
- Hover over **pie charts and bar charts** to see detailed tooltips.
- Use the **timeline on the line charts** to examine monthly/seasonal trends.
- **Cards** at the top show instant KPI performance.
- All visuals are interconnected - selecting one will update others dynamically.

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8. Project Structure

```
📁 Microsoft PowerBI/
 ├ 📄 AmazonSuperstoreSales.xlsx          # Original dataset
 ├ 📄 Superstore_Sales_Dashboard.pbix     # Power BI dashboard file
 ├ 📄 README.md                           # Project overview and documentation
 ├ 📁 Screenshots/                        # Folder containing dashboard screenshots
 |  ├ 📸 dashboard_overview.png
 |  ├ 📸 kpis_piecharts.png
 |  └ 📸 regional_sales_map.png
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9. Insights & Business Impact

- **Regional Trends**: The Western and Eastern regions contribute significantly to sales, with identifiable seasonal patterns.
- **Product Performance**: Some sub-categories show high sales but low profit, highlighting areas for cost optimization.
- **Shipping & Payments**: The majority of orders utilise standard class shipping and online payment methods, indicating a trend toward cost efficiency and digital adoption.
- **Profit Fluctuation**: Sales peaks do not always correlate with profit, revealing discount-driven promotions or high operational costs.

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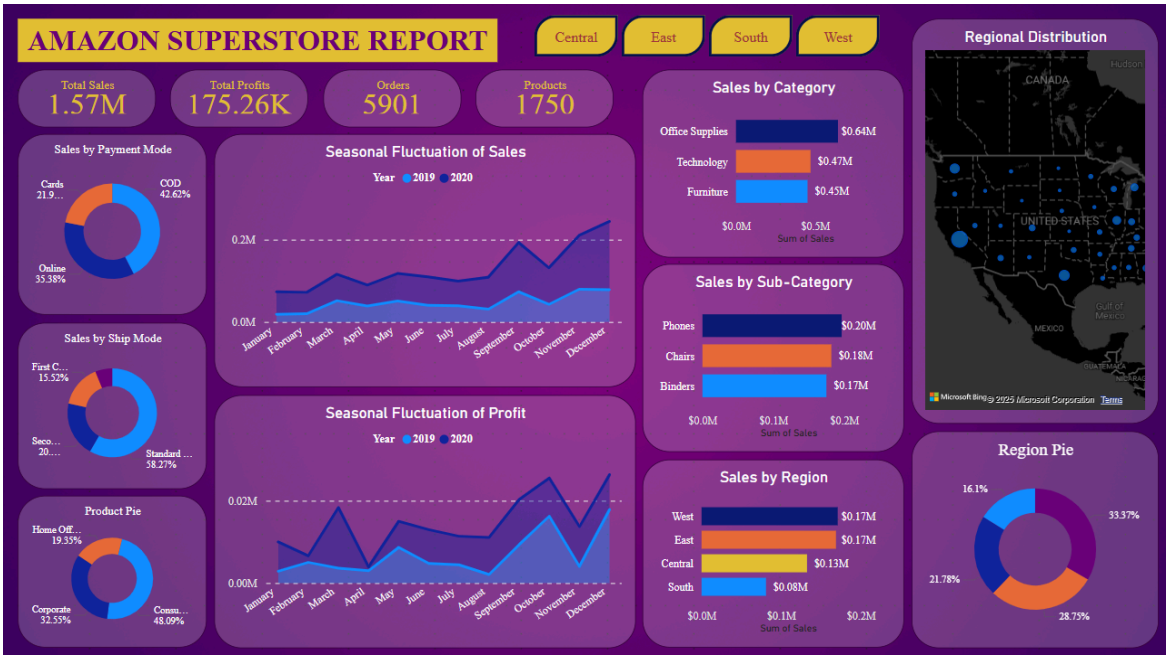
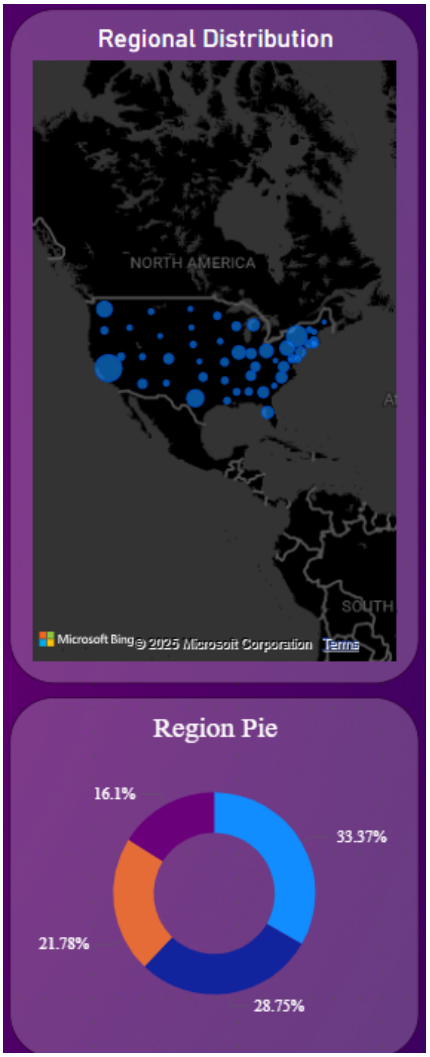
10. Screenshots: Dashboard Overview:



KPI & Pie Charts:

Regional Sales Map:



11. Tools & Technologies

- **Power BI Desktop** – Data visualization and dashboard creation
- **Power Query Editor** – ETL: Data cleaning and transformation
- **Excel** – Dataset source and initial data inspection

12. Future Improvements

- Introduce forecasting using Power BI AI visuals.
- Add customer segmentation by RFM (Recency, Frequency, Monetary) analysis.
- Integrate real-time or external data sources (e.g., live retail APIs).
- Publish to Power BI Service with scheduled refresh and row-level security.

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13. Author

Name: ROSARIO ARULDOSS

🔗 **[GitHub Profile](https://github.com/RosarioAruldoss)**

🔗 **[LinkedIn] (https://www.linkedin.com/in/rosario-aruldoss/)**

📧 **aruldossrosario@gmail.com**
