

Superstore Sales & Profit Analysis Dashboard

Dashboard Design

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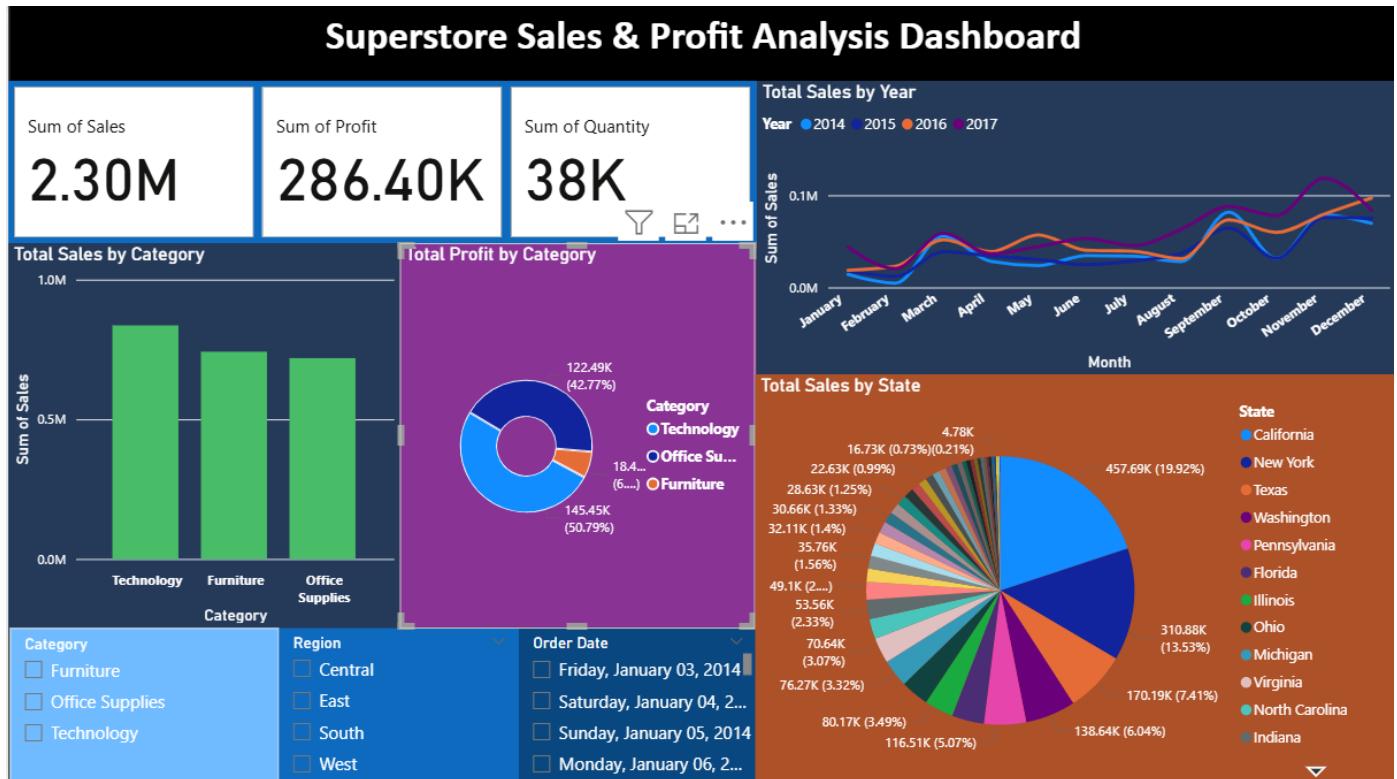
Tool Used: Microsoft Power BI

Dataset Source: Superstore Sales Dataset (Kaggle)

Introduction

This report presents a detailed analysis of sales, profit, and quantity performance using the Superstore Sales dataset. The dashboard was created using Microsoft Power BI and contains multiple interactive visuals that help business stakeholders understand key insights.

Each visual in this report highlights different aspects of business performance such as category-wise sales, profit distribution, regional contribution, and sales trends over time. Interactive slicers such as Category, Region, and Order Date allow users to explore the data from different angles and make informed decisions.



1 KPI Cards (Total Sales, Total Profit, Total Quantity)

These KPI cards display the overall business performance in terms of total sales, total profit, and total quantity sold.

- It provides a quick snapshot of the company's overall performance.
 - Helps compare revenue vs. profit quickly.
 - High profit indicates strong business performance, while low profit shows areas needing improvement.
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2 Sales by Category (Bar Chart)

This chart displays the total sales generated by each product category:

- Technology
- Furniture
- Office Supplies

We can easily identify which category has the highest and lowest sales.

Helps understand customer buying preference.

If one category is performing poorly, the business can improve pricing or promotion strategies for it.

3 Profit by Category (Donut Chart)

This donut chart shows the profit contribution of each category.

- We can identify which category is the most profitable.
 - Even if a category has high sales, its profit may be low – this chart helps detect such cases.
 - Helps the business focus on the most profitable categories.
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4 Sales by State (Large Pie Chart)

This visual shows how total sales are distributed across different states.

- We can identify top-performing states that generate the highest sales.

- Helps understand which regions have higher customer demand.
 - Business can target low-performing states for improvement or marketing campaigns.
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5 Sales by Year (Line Chart)

This chart displays sales trends over different years (2014–2017).

- We can track whether sales increased or decreased over the years.
 - Helps understand long-term growth patterns.
 - If sales drop in any year, business can investigate the reasons.
 - Useful for forecasting future performance.
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6 Filters / Slicers (Category, Region, Order Date)

These slicers allow users to filter the dashboard by category, region, or order date.

- User can change perspectives and analyze specific segments of data.
- Helps drill down into details easily.
- Increases interactivity and gives flexible analysis options.

Conclusion

The Power BI dashboard successfully provides a clear and interactive view of the Superstore's overall sales and profit performance.

Through the visuals, we can identify top-performing categories, profitable segments, and high-revenue states. The yearly sales trend helps understand business growth, while slicers make it easy to analyze specific data segments.

This dashboard can assist business managers in:

- Identifying areas that require attention
- Improving decision-making
- Planning future strategies based on data insights

Overall, this dashboard is a powerful tool for understanding business performance and making data-driven decisions.