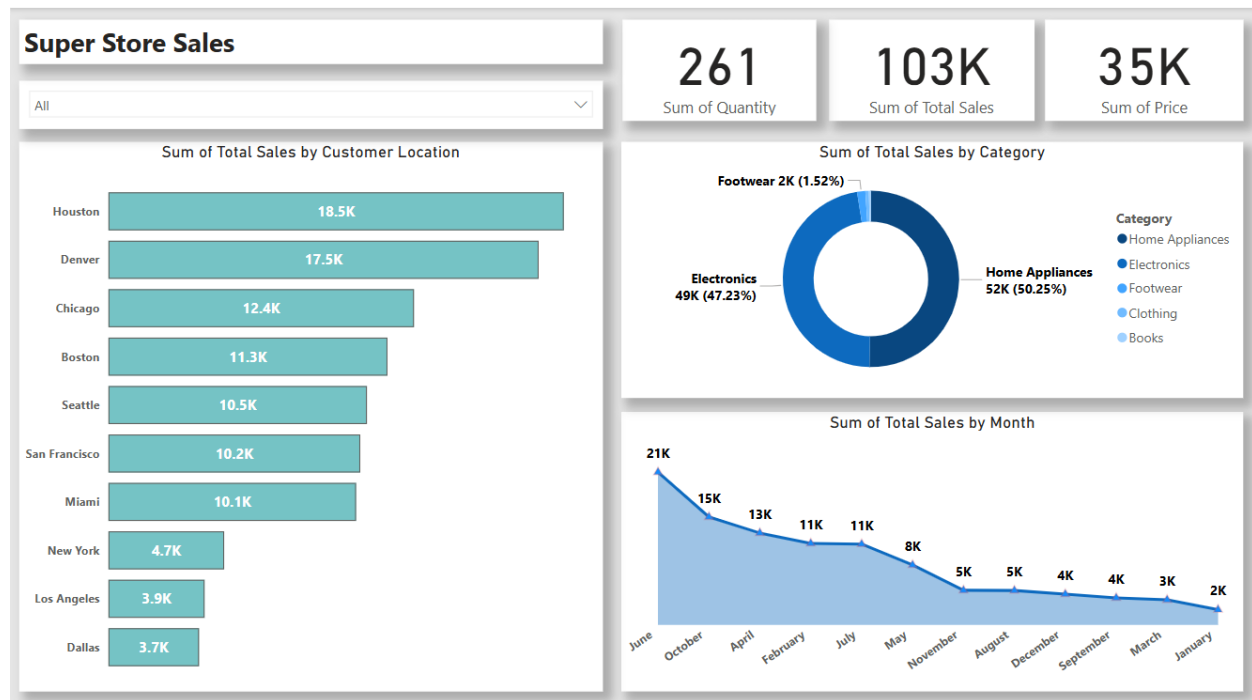


## Super Store Sales Analysis Dashboard using Power BI

Providing a comprehensive overview of **Super Store's sales performance**. It visually represents key metrics like **total quantity sold (261 units)**, **total sales amount (103K)**, and **total price (35K)**. The data is segmented by customer location, sales categories, and monthly trends to help decision-makers identify top-performing areas and product lines.

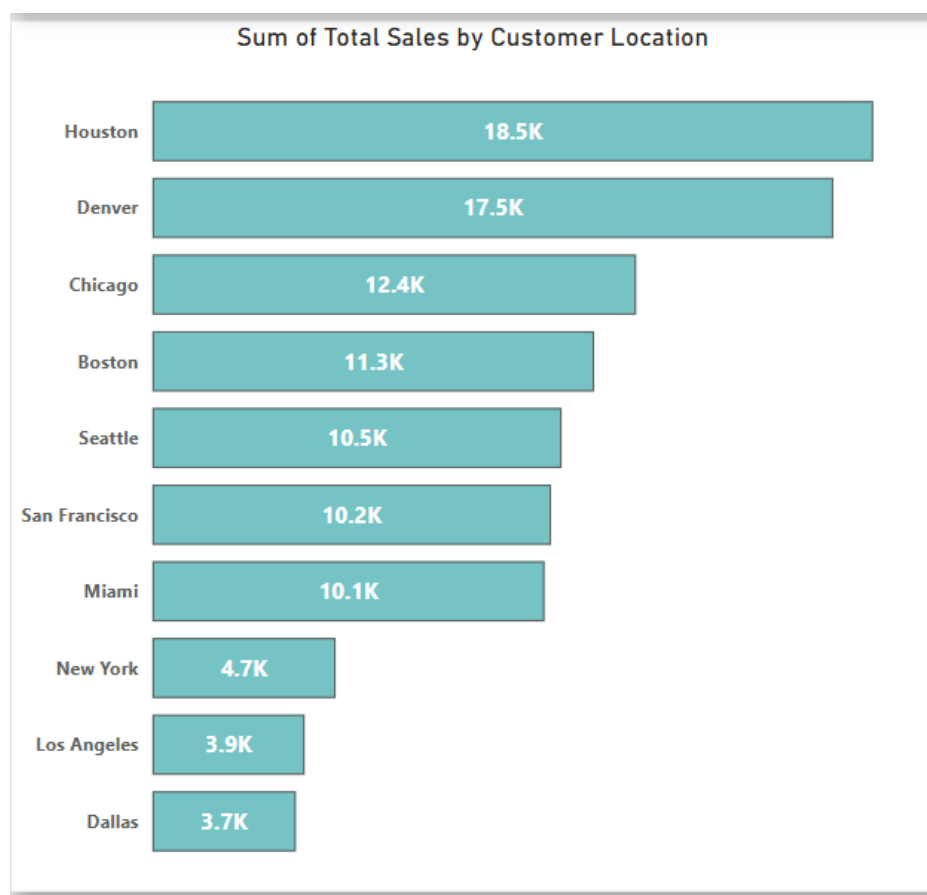


### Super Store Sales Dashboard

#### Objectives of the Dashboard:

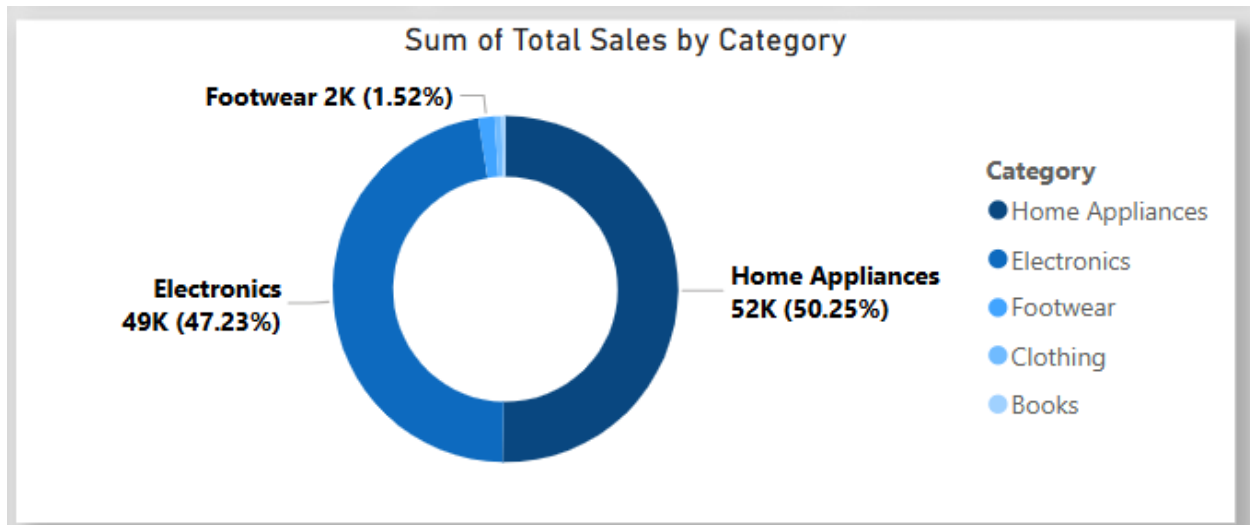
1. **Track Overall Sales Performance** – Monitor total quantity, total sales, and price.
2. **Analyze Sales by Location** – Identify top contributing cities (e.g., Houston, Denver).

- 3. Understand Product Category Performance** – Evaluate which categories (Home Appliances, Electronics) drive sales.
- 4. Monitor Monthly Sales Trends** – Spot seasonal patterns or declining/increasing trends over time.
- 5. Support Data-Driven Decisions** – Enable stakeholders to optimize inventory, marketing, and sales strategies based on insights.



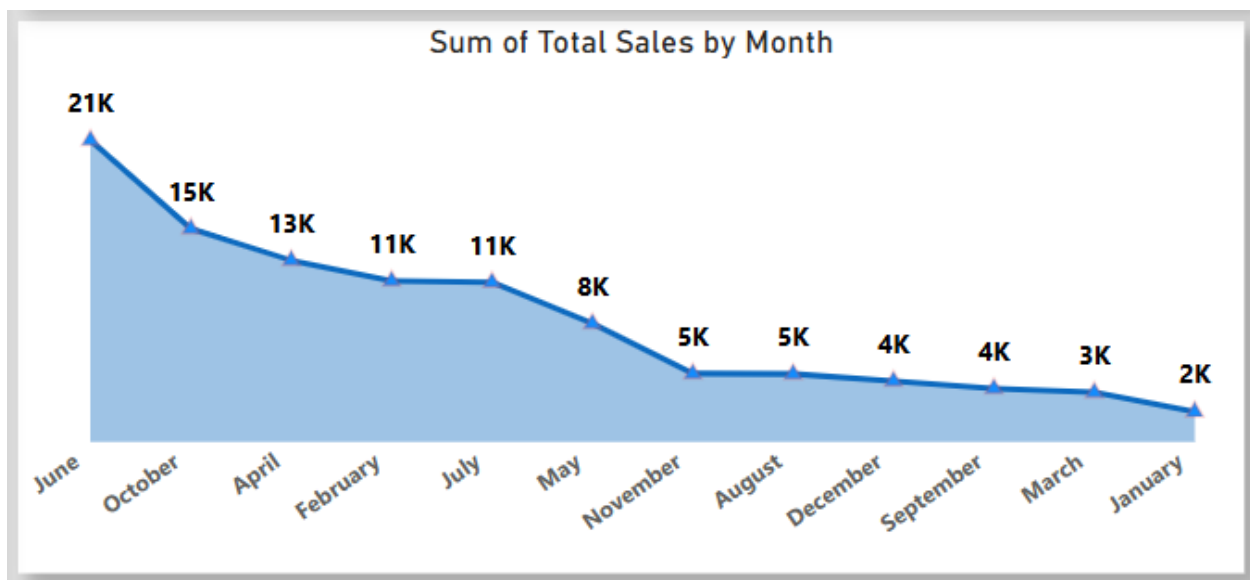
**Total sales by Customer Location**

According to this report, customers in Houston have the highest number of purchases, totaling approximately **\$18,500**, followed by Denver with around **\$17,500** in purchases.



### Total Sales by Category

According to this report, Home Appliances has the highest sales of around **\$52,000 (50.25%)**, followed by Electronics has the second highest total sales of around **\$49,000 (47.23%)**.



### Total Sales by Month

Name: Shiv Kumar Paul  
Email: rubelpaul990@gmail.com

Task 8: Simple sales dashboard design

This analysis shows month-wise total sales based on customer location. According to the report, June has the highest sales at around **\$21,000**, while January recorded the lowest sales at only **\$2,000**.

\*\*\*\*\*