# Task 2: Power BI Dashboard – Superstore Sales Analysis

This project analyses the **Superstore sales dataset** using Power BI to uncover key business insights.

Key Features:

- Visuals for **Sales & Profit trends**, **Top/Bottom Products**, **Regional performance**, and **Discount impact**

- **Interactive filters** for Region, Segment, Year, and Category

- **KPIs** for Total Sales, Profit, Average Discount, and Delivery Time

- **Insight summaries** added below charts and on a final summary page
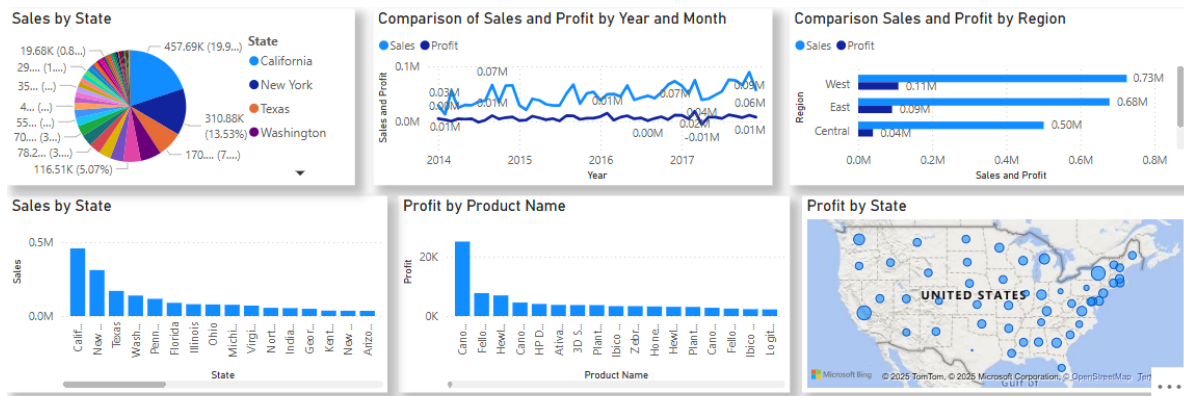
Tools Used: Power BI Desktop, Excel, DAX

Goal: Provide business stakeholders with clear, actionable insights to improve sales strategy and product performance.
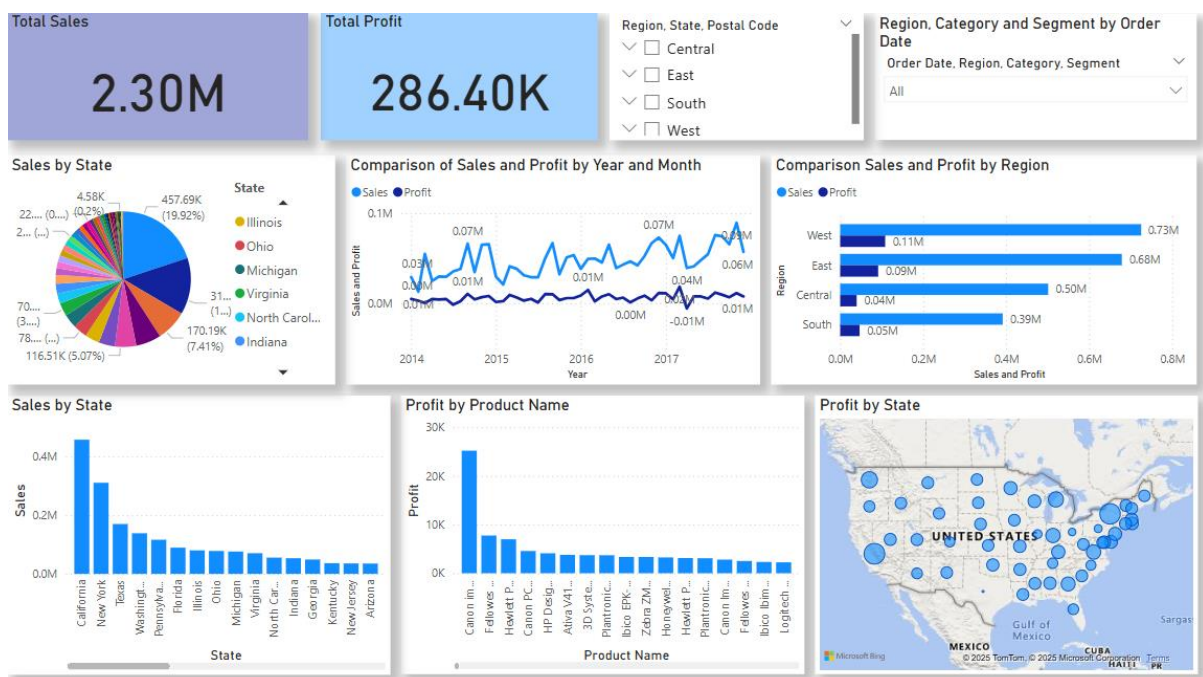
Insights:

- Sales (96.76% increase) and Profit (62.96% increase) both trended up between January 2014 and December 2017.
- Profit started trending up on November 2016, rising by 142.47% (4,356.11) in 13 months.
- Sales jumped from 29,639.83 to 65,426.31 during its steepest incline between May 2014 and December 2014.
- California accounted for 19.92% of Sales.
- At 4,57,687.63, California had the highest Sales and was 49,653.52% higher than North Dakota, which had the lowest Sales at 919.91.
- Across all 49 State, Sales ranged from 919.91 to 4,57,687.63.
- Sales and total Profit are positively correlated with each other.
- Sales and Profit diverged the most when the Region was West, when Sales were 6,17,039.38 higher than Profit.

Sales (96.76% increase) and Profit (62.96% increase) both trended up between January 2014 and December 2017.

Profit started trending up on November 2016, rising by 142.47% (4,356.11) in 13 months.

Sales jumped from 29,639.83 to 65,426.31 during its steepest incline between May 2014 and December 2014.

California accounted for 19.92% of Sales.

At 4,57,687.63, California had the highest Sales and was 49,653.52% higher than North Dakota, which had the lowest Sales at 919.91.

Across all 49 State, Sales ranged from 919.91 to 4,57,687.63.

Sales and total Profit are positively correlated with each other.

Sales and Profit diverged the most when the Region was West, when Sales were 6,17,039.38 higher than Profit.