Superstore Sales & Profit Analysis Dashboard

A Power BI Project

Presented by: [Soujit Bakshi]
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Objective of the Project

•To analyze Superstore sales and profit data across different regions, product categories, and customer segments.
•To identify top-performing products and areas needing improvement.
•To support decision-making through interactive visual insights

Dataset Information

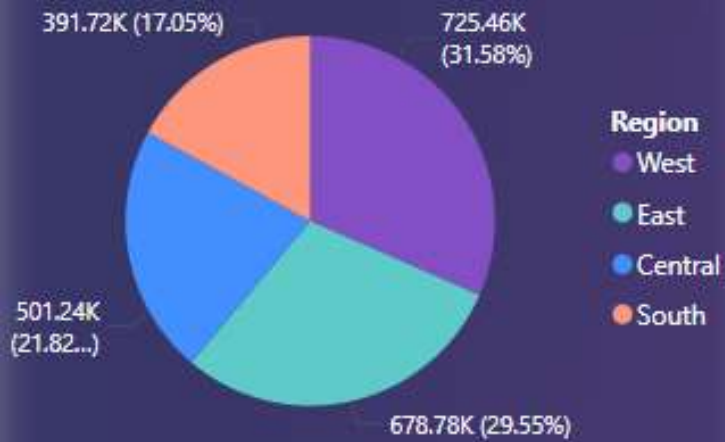Dataset Used: Superstore Sales Dataset
Key Columns Included:
- Order Date
- Region, State
- Product Name, Category, Sub-category
- Sales, Profit, Discount, Quantity
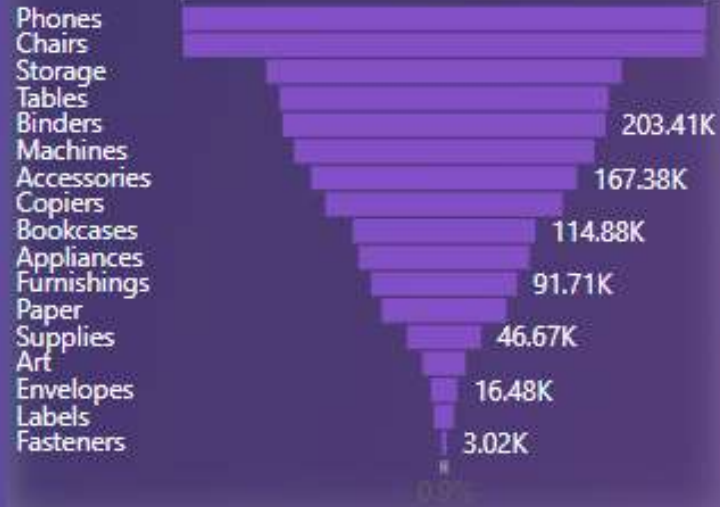- Customer Segment

Key Performance Indicators:

- 📊 **Total Sales**: 2.30M
- 💰 **Total Profit**: 286.40K
- 🎁 **Total Discount Given**: 1.56K
- 🎁 **Total Quantity Sold**: 38K
- 🔢 **Sub-categories Analyzed**: 9994

Superstore

Sales by Region

- West 725.46K (31.58%)
- 391.72K (17.05%)
- 501.24K (21.82...)
- 678.78K (29.55%)

Region
- West
- East
- Central
- South

Best selling product

Phones
Chairs
Storage
Tables
Binders — 203.41K
Machines — 167.38K
Accessories — 114.88K
Copiers
Bookcases — 91.71K
Appliances
Furnishings
Paper — 46.67K
Supplies
Art — 16.48K
Envelopes
Labels — 3.02K
Fasteners

2.30M
Total sales

286.40K
Total Profit

1.56K
Sum of Discount

Profit by Region

- 39.71K (13.86%)
- 108.42K (37.86%)
- 46.75K (16.32%)
- 91.52K (31.96%)

Region
- West
- East
- South
- Central

Discount per product

- Binders — 567
- Phones — 137
- Furnishings — 132
- Chairs — 105

0 — 500
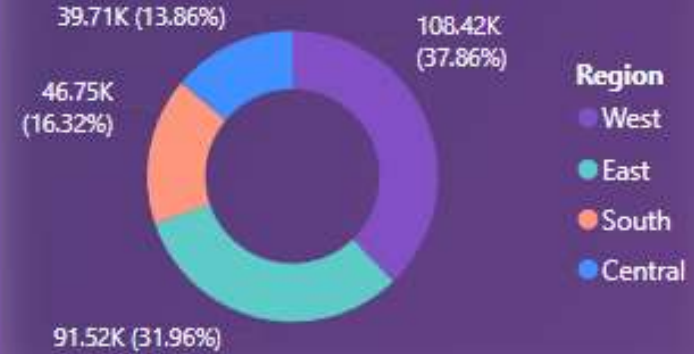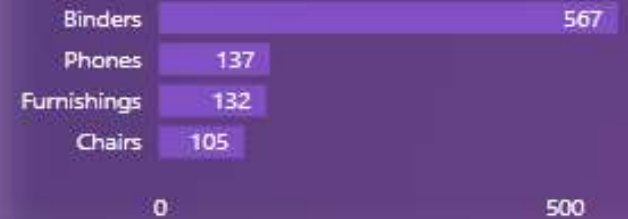
Profit by State and Category

Category ● Furniture ● Office Supplies ● Technology

40K
20K
0K
-20K

California, New York, Washington, Michigan, Virginia, Indiana, Georgia, Kentucky, Minnesota, Delaware, New Jersey, Wisconsin, Rhode Isla..., Maryland, Massachu..., Missouri, Alabama, Oklahoma, Arkansas, Connecticut, Nevada, Mississippi
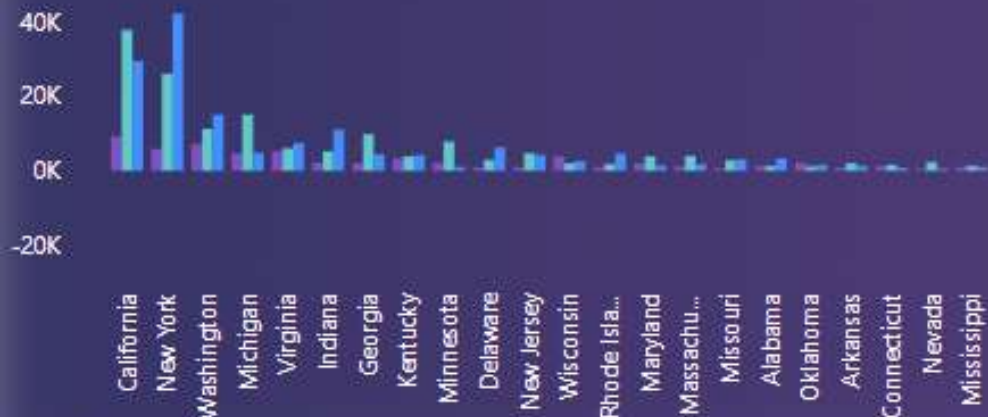
9994
Total Sub category

38K
Sum of Quantity

Sales by Category and Segment

Segment ● Consumer ● Corporate ● Home Office

0.4M
0.2M
0.0M

Technology, Furniture, Office Supplies

Sales by Order Date

28K 18K
15K 15K 14K 14K 12K 12K 12K 12K 11K 11K 11K 10K 10K 10K 9K
20K
0K
9K

3/18/2..., 1Q/2..., 1Q/22/..., 3/23/2..., 9/8/20..., 11/17/..., 11/8/2..., 12/17/..., 11/17/..., 9/17/2..., 11/4/2..., 9/23/2..., 5/23/2..., 12/25/..., 12/2/2..., 8/17/2..., 9/2/20..., 9/19/2...
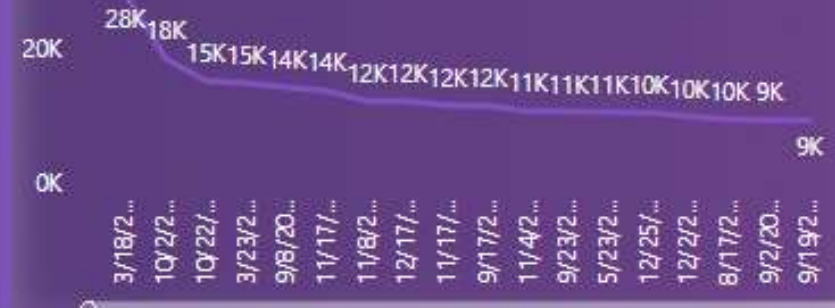
Key Insights

1. Sales & Profit by Region
•East Region has the highest sales (725.46K) and the highest profit (108.42K).
•South Region has the lowest performance in terms of both sales and profit.
2. Best Selling Products
•Phones and Chairs are top sellers.
•Items like Fasteners and Labels have minimal contribution.
3. Category Performance by Segment
•Technology dominates in the Consumer segment.
•Office Supplies perform better in Corporate and Home Office segments.

Business Decisions & Recommendations

📈 **Focus Areas**:
•Boost inventory and marketing for top-selling items like Phones and Chairs.
•Investigate loss-making products or states (e.g., Texas shows negative profit).
•Increase promotions or discounts where margins allow (target low-performing states).
📉 **Risk Mitigation**:
•Optimize shipping/logistics to reduce losses in Southern and low-profit states.
•Reduce discounts on high-return but low-profit item