



# INTERACTIVE BUSINESS DASHBOARD FOR STRATEGIC INSIGHTS

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**Objecitve:** To analyze sales and profit performance using interactive dashboard

**Tools used:**Power Bi

**Dataset Used:**sample\_superstore.csv

**KPIS:**Total Sales,Profit,orders,Growth

# SALES ANALYSIS DASHBOARD WITH DYNAMIC VISUALS



Filters Available: Region, Segment, Category, Order Date  
Visuals included: Donut chart, Line chart, Cards, Table

# PERFORMANCE OVERTIME:SALES,PROFIT&ORDERS



KPIS:

Total Sales:155.95K-Overall revenue is generated

Total Profit:5.36K -profit after subtracting cost.

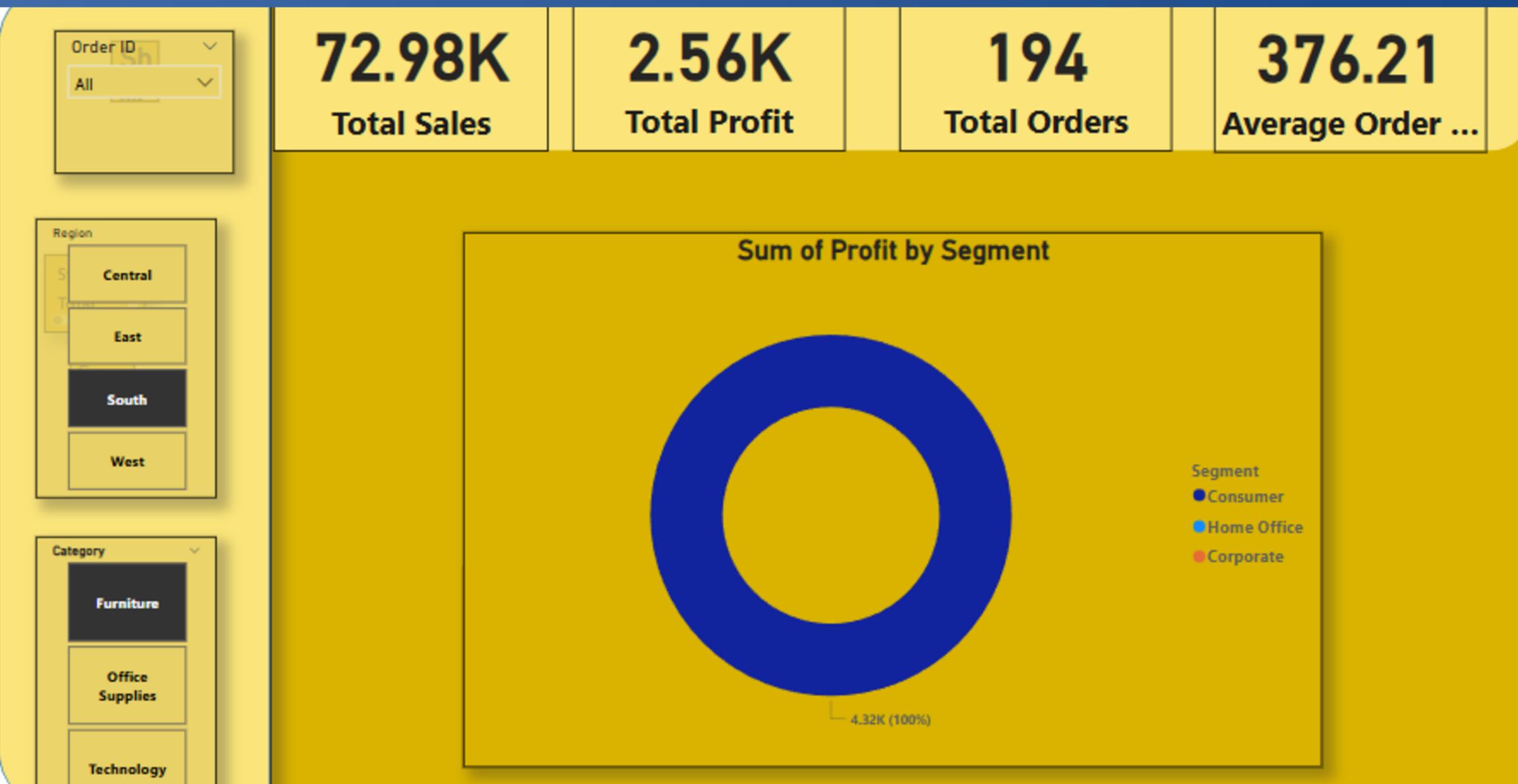
Total Orders:411 -total no.of transactions

Average Order Value:379.43 -average revenue per order

Visualization:

Line chart shows how sales have varied over time-identifying peaks,trends,or seasonality.

# PROFIT DISTRIBUTION BY SEGMENT



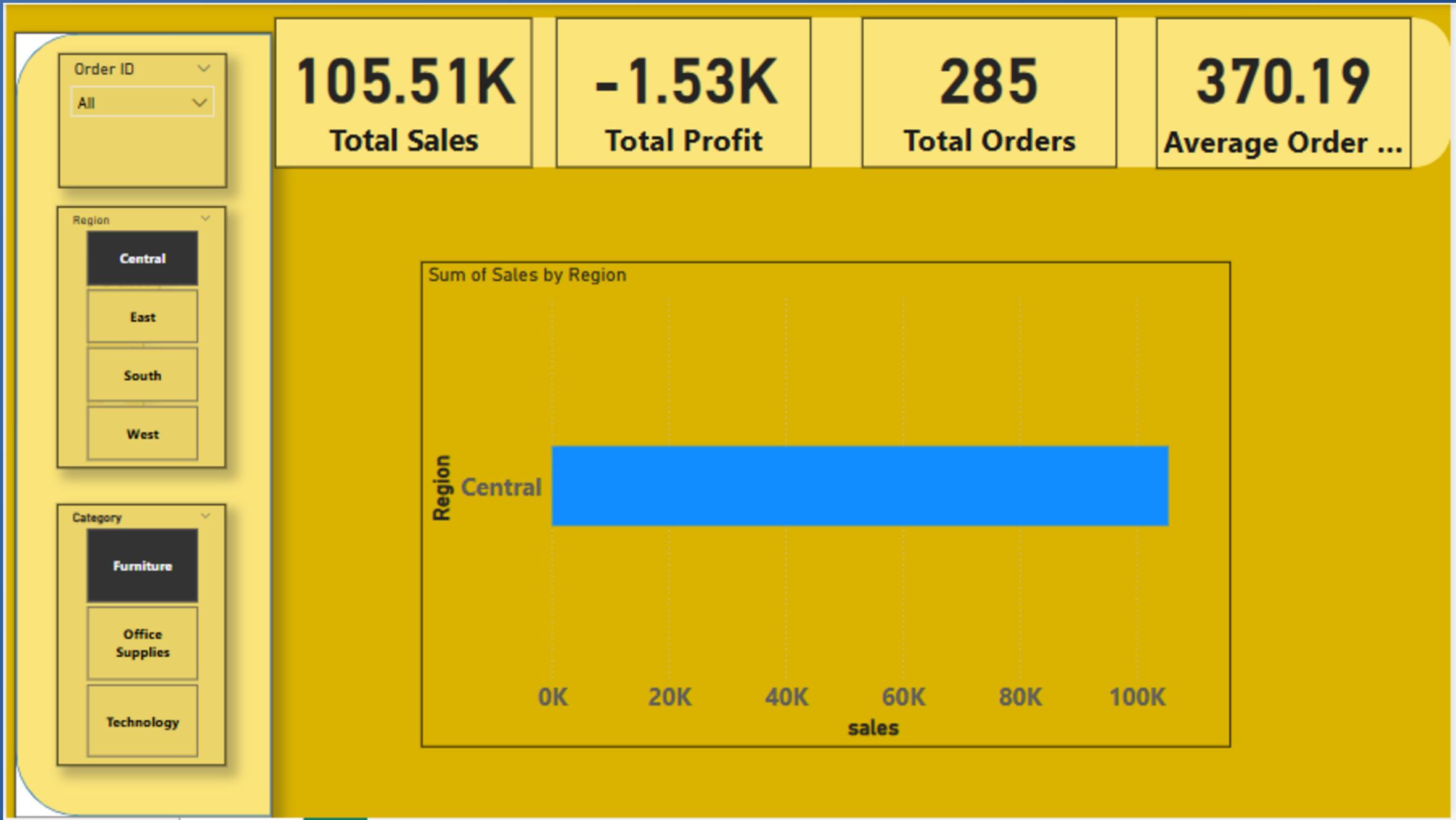
- KPL card displaying Total Sales (72.98K), Total profit (2.56K), Total orders (194), Average order (376.21)
- A donut chart showing profit distribution by segment
- Interactive filters for Region, Segment, Category and Date for dynamic analysis
- The size of each slice indicates the contribution of that segment to overall profit
- The chart helps to identify which segments are most profitable

# DYNAMIC TABLE VIEW WITH KPI SUMMARY



KPIs-Total sales,Profit,Orders, and Average Order Value.detailed table filtered by Region,Segment, and Category.Baesd on state we can find the Total states,Total Proft,Ttoal orders,Average Orders

# REGIONAL PERFORMANCE OVERVIEW



KPIs -Total Sales,Total Profit,Orders, and Order Value across region using a bar chart. It allows stakeholders to compare regional performance effectively



A large, bold, white text "THANK YOU" is centered in the upper half of the image. The background is a solid dark blue. In the top corners, there are abstract graphic elements consisting of several overlapping blue triangles pointing towards the center. At the bottom, a faint silhouette of a city skyline is visible against the blue background.

**THANK  
YOU**