The major aim of this Power BI project is to contribute the success of a business by utilizing data analysis techniques, specifically focusing on the time series analysis,to provide valuable insights and accurate sales forecasting.

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| **Objective** | Create an at-a-glance Power BI dashboard that:  1. Tracks core KPIs (Sales, Quantity, Profit, Avg. Ship Days)  2. Compares performance across Segments, Regions, Categories, Payment & Ship modes  3. Reveals YoY and seasonal trends  4. Delivers a 15-day sales forecast |
| **Data Source** | “SuperStore Sales” CSV: ~50 K orders with fields for Order Date, Ship Date, Segment, Region, Category, Sub-Category, Payment Mode, Ship Mode, Sales, Profit, Quantity |
| **Key Visuals & Why** | 1. **Cards** for high-level metrics: instant snapshot of Sales (1.57 M), Quantity (22 K), Profit (175 K), Avg Ship Days (3.93)  2. **Donut charts** for Sales by Segment, Region, Payment Mode: spot imbalances at a glance  3. **Line charts** (multi-series) for Monthly Sales & Profit YoY  4. **Filled Map** plotting Sales & Profit by State: geographic hotspots  5. **Clustered Bars** for Sales by Category & Sub-Category: product strengths  6. **Stacked Bar** for Ship Mode: share of Standard, Second, First, Same-Day  7. **Forecast Line** (built-in) overlaying 15-day projection on daily Sales trend |
| **Top Insights** | • **Segments & Regions:** Consumer = 48% of sales; West leads (33%), South trails (16%)  • **Product Lines:** Office Supplies = 0.64 M; Technology = 0.47 M; Furniture = 0.45 M; Phones & Chairs are top sub-categories  • **Seasonality:** Sales dip in May–July, surge Oct–Dec YoY  • **Operations:** Avg Ship Days ≈ 3.9; COD = 43% of payments  • **Forecast:** Next 15 days predict ~10–15% sales growth |
| **Actionable Recommendations** | 1. **Mid-Year Boost:** Launch promotions (discounts, bundles) in June–July to smooth out the summer slump and drive mid-year revenue.  2. **Q4 Preparation:** Pre-position inventory for Phones & Chairs in Q3 and staff warehouses based on forecast peak dates.  3. **Speed Up Delivery:** Negotiate with carriers for 2-Day/Standard upgrades—target avg. Ship Days < 4 to improve customer satisfaction.  4. **Payment Mix:** Incentivize online/card payments (e.g., 2% discount) to reduce COD risk and accelerate cash flow. |