

# SALES PERFORMANCE DASHBOARD

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*Interactive Dashboard for Business Insights*

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# Objective

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- Track Sales, Profit, and Growth
- Analyze by Category, Region, and Year
- Identify trends for decision-making



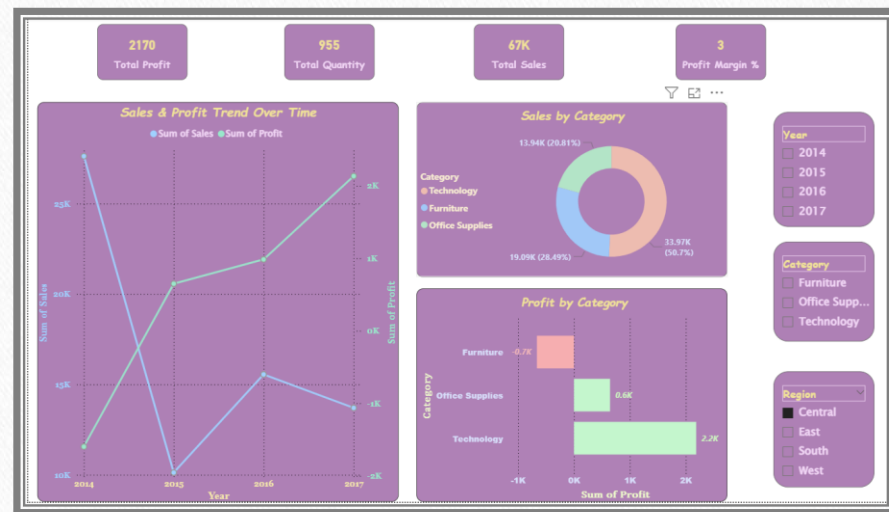
# Dataset Overview

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- Source: Kaggle – Superstore Sales Data
- Size: 994 rows, 20 columns
- Key Fields:
  - - Order Date, Ship Date (Time Analysis)
  - - Category, Region, Year (Filters)
  - - Sales, Profit, Quantity, Profit Margin% (KPIs)

# Dashboard Snapshot

- Cards: Total Sales, Total Profit, Total Quantity, Profit Margin %
- Trend Line Chart: Sales & Profit over Time
- Donut Chart: Sales by Category
- Bar Chart: Profit by Category
- Slicers: Year, Category, Region



# Key Insights

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- 1. Top Category: Technology leads in sales and profit
- 2. Highest Profit Region: West Region
- 3. Yearly Trend: Sales and Profit peaked in 2014, dropped sharply in 2015, recovered in 2016, and slightly declined again in 2017.
- 4. Loss Area: Furniture shows negative profit



# Conclusion

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- The dashboard provides a clear view of business performance
- Helps identify strengths and weaknesses across categories & regions
- Supports strategic decision-making for sales growth