

SuperStore Sales Dashboard Approach

For this project, I created a comprehensive SuperStore Sales dashboard focusing on delivering actionable insights through effective data visualization. I imported the SuperStore dataset, which consisted of multiple related tables including Sales, Products, and Customers. These were connected through appropriate relationships in the data model.

The DAX measures I implemented enhanced analytical capabilities, particularly:

- $\text{Avg Delivery Days} = \text{AVERAGE}(\text{Orders}[\text{Delivery Days}])$ - Tracking fulfillment efficiency
- $\text{YoY Growth \%} = \frac{\text{DIVIDE}([\text{Current Year Sales}] - [\text{Previous Year Sales}], [\text{Previous Year Sales}])$ - For comparative performance analysis

I incorporated forecasting functionality using Power BI's built-in forecasting algorithm with a 15-day prediction window, allowing stakeholders to anticipate near-term sales trends.

The main challenge was balancing comprehensive information display with visual clarity. I addressed this by implementing interactive filters and slicers that allow users to drill down into specific segments, regions, or time periods without overwhelming the main view. The dashboard maintains consistency through a unified color scheme that reinforces data categorization.

The end result provides both high-level KPIs and granular insights, enabling data-driven decision making across organizational levels.