

# Business Sales Performance Dashboard

742....

Total Sales

1764

Total Orders

18.45K

Total Profit

2.49%

Profit Margin

Category

- ☒ Furniture
- ☐ Office Supplies
- ☐ Technology

Year

- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017

Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

Sub-Catego...

All

Sales Share by Category

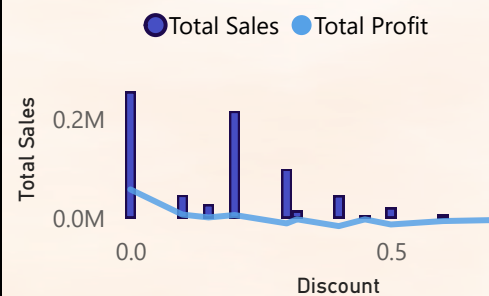
Category

☒ Furniture

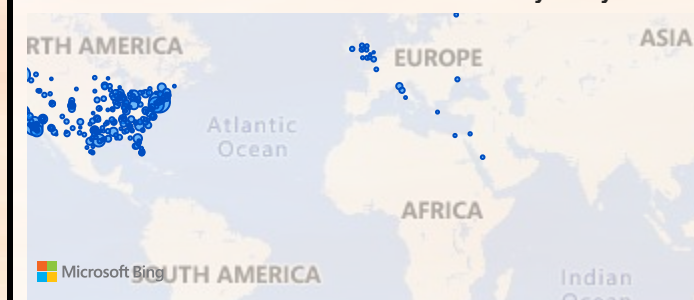


742K (100%)

Discount Impact on Sales & Profit



Global Sales Distribution By City

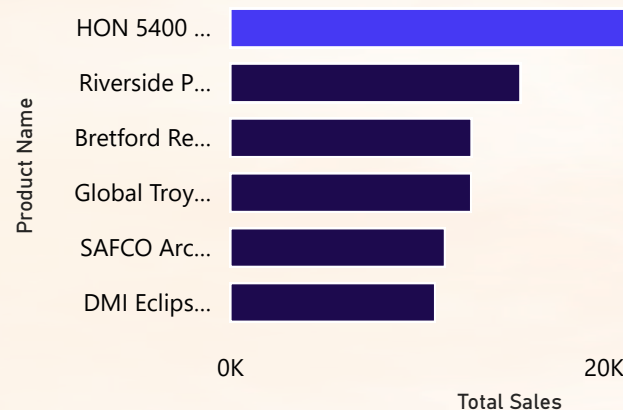


Total Profit and Profit Margin by Sub-Category

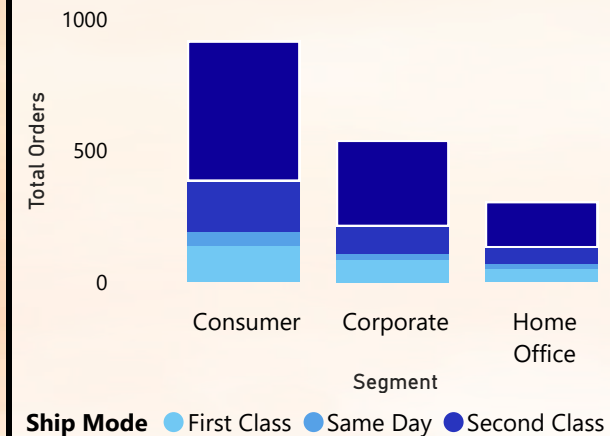
Chairs

Furnishings

Top Products by Revenue



Segment-wise Ship Mode Distribution



# **Business Sales Performance Dashboard**

## Problem Statement

Retail businesses generate large volumes of sales data across regions, product categories, and customer segments.

However, without proper analysis, it becomes difficult to identify profit drivers, loss-making segments, and sales trends.

The **Superstore Sales** dataset contains transactional data related to orders, sales, profit, discounts, shipping modes, and customer segments. The challenge is to transform this raw data into meaningful insights that can help improve business performance, optimize pricing strategies, and enhance decision-making.

## Objectives

- . Analyze overall sales, profit, and order trends across time.
- . Identify top-performing and underperforming product categories and sub-categories.
- . Evaluate the impact of discounts on profitability.
- . Understand regional and segment-wise sales performance.
- . Assess shipping modes and their contribution to sales and profit.
- . Build an interactive Power BI dashboard for data-driven decision-making.

## Key Findings

- . Technology and Office Supplies contribute significantly to total sales, while certain sub-categories show low or negative profit.
- . High discounts are strongly associated with reduced profit margins, especially in Furniture and selected sub-categories.
- . The Consumer segment generates the highest sales, followed by Corporate and Home Office.
- . Certain regions consistently outperform others, indicating regional demand variation.
- . Standard Class shipping is the most frequently used mode and contributes the highest share of sales.
- . A small number of products generate a large portion of total profit, reflecting the Pareto (80/20) principle.

# Actionable Business Recommendations

## 1. Optimize Discount Strategy

High discounts increase sales volume but reduce profit beyond a certain point.

→ Apply targeted discounts only on low-margin or slow-moving products.

## 2. Focus on High-Profit Categories

Technology and Office Supplies show stronger profit margins compared to Furniture.

→ Allocate more marketing and inventory budget to these categories.

## 3. Strengthen Regional Performance

Certain regions contribute higher sales but lower profit.

→ Review logistics and pricing strategies in low-profit regions.

## 4. Promote Top-Performing Products

A small group of products drives a large share of revenue.

→ Use cross-selling and bundling strategies around these products.

## 5. Segment-Based Marketing

Corporate and Consumer segments show different buying behavior.

→ Design customized pricing and promotions per customer segment.

## Conclusion

The analysis of the Superstore Sales data reveals that profitability is influenced not only by sales volume but also by discount strategies, product mix, and regional demand. While some categories drive high revenue, excessive discounting negatively impacts overall profit.

By leveraging Power BI dashboards, businesses can quickly identify loss-making products, optimize discounts, focus on high-performing regions, and improve strategic planning. This project demonstrates how data visualization and analytics can transform raw retail data into actionable business insights.