

## Superstore Sales Performance Dashboard - Summary Report

### Project Title:

Data Visualization & Storytelling Using Power BI – Superstore Dataset

### Objective:

To explore, visualize, and communicate meaningful business insights using an interactive Power BI dashboard

### Tools Used:

- Power BI Desktop
- Dataset: Superstore.csv (Retail sales data)

### Key Visuals & Descriptions:

#### 1. Sales by Region

- Bar chart showing total sales across four regions.
- Insight: West region records the highest sales, while Central lags behind.

#### 2. Profit by Category

- Bar chart comparing total profit by product category.
- Insight: Technology products deliver the highest profit.

#### 3. Sales vs Profit Over Time

- Dual line chart tracking monthly sales and profit.
- Insight: Seasonal spikes occur in Q2, suggesting promotional opportunities.

#### 4. Discount vs Profit (Scatter Plot)

- Shows correlation between discount rate and profit.
- Insight: Excessive discounting often results in negative profit.

#### 5. Top 10 Customers by Sales

- Horizontal bar chart ranked by customer revenue.
- Insight: A few loyal customers generate a significant portion of revenue.

#### 6. Sales by State (Filled Map)

- US map shaded by state-wise sales.
- Insight: California and New York dominate sales; central states are underperforming.

### Interactive Features:

- Slicers: Region, Segment, Category
- Tooltips and conditional formatting to aid interpretation
- Responsive layout with consistent fonts, colors, and chart alignment

### Key Business Insights:

- High-sales regions are not always high-profit (e.g., discounts reducing margin).
- Technology dominates profit; Office Supplies has lowest ROI.

- Focusing marketing on high-value customers may drive better ROI.
- Discounting needs tighter controls to prevent losses.
- Regional disparities reveal growth opportunities in underperforming areas.

Deliverables:

- Power BI Dashboard (.pbix file)
- Dashboard Screenshots
- This PDF Summary Report
- GitHub repository with all materials

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