

Superstore Sales Analysis – Power BI Dashboard

Project Title: Superstore Sales Analysis Dashboard

Project Duration: April 2025

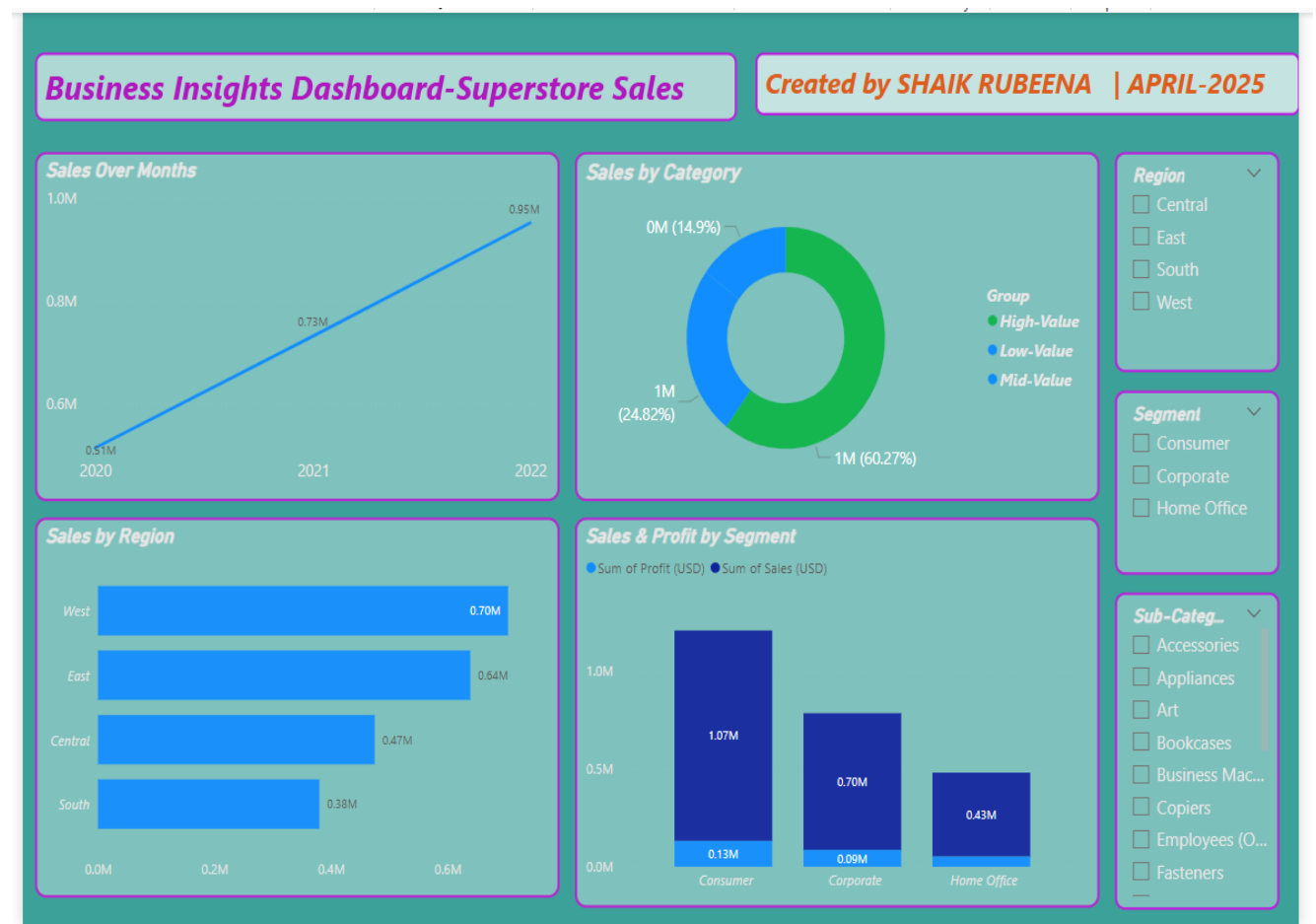
Tools Used:

- Power BI for data visualization
- Excel for data preprocessing

Objective:

To analyze Superstore sales data and provide actionable business insights using an interactive Power BI dashboard.

The goal was to identify sales trends, regional performance, segment profitability, and category-wise contributions.



Key Insights Derived:

1. Sales Over Time:

- Significant sales growth from 2020 (0.51M) to 2022 (0.95M).
- Indicates positive year-over-year performance.

2. Sales by Category:

- The majority of sales (60.27%) come from one key category.
- Opportunity to explore why certain categories underperform.

3. Regional Sales Performance:

- The West region leads with 0.70M in sales, followed by East and Central.
- The South region lags significantly, suggesting a focus area for improvement.

4. Sales & Profit by Segment:

- Consumer segment drives the highest profit and sales (1.07M in sales).
- Corporate and Home Office have lower profitability and may need attention in strategy.

5. Filter Functionality:

- Slicers for Region, Segment, and Sub-Category allow for dynamic and deep-dive analysis

Features of the Dashboard:

- **Line chart** for year-over-year sales trend.
- **Donut chart** showing category-wise sales contribution.
- **Bar charts** highlighting regional sales and segment-wise profit & sales.
- Interactive filters for better user control and detailed drill-down.

Outcome:

This dashboard provides a holistic view of sales and profitability across different dimensions. It helps stakeholders identify high-value segments, underperforming regions, and plan targeted marketing or operational strategies.