

Retail Sales & Performance Dashboard

Project Title: Retail Sales & Performance Dashboard - Superstore Analysis

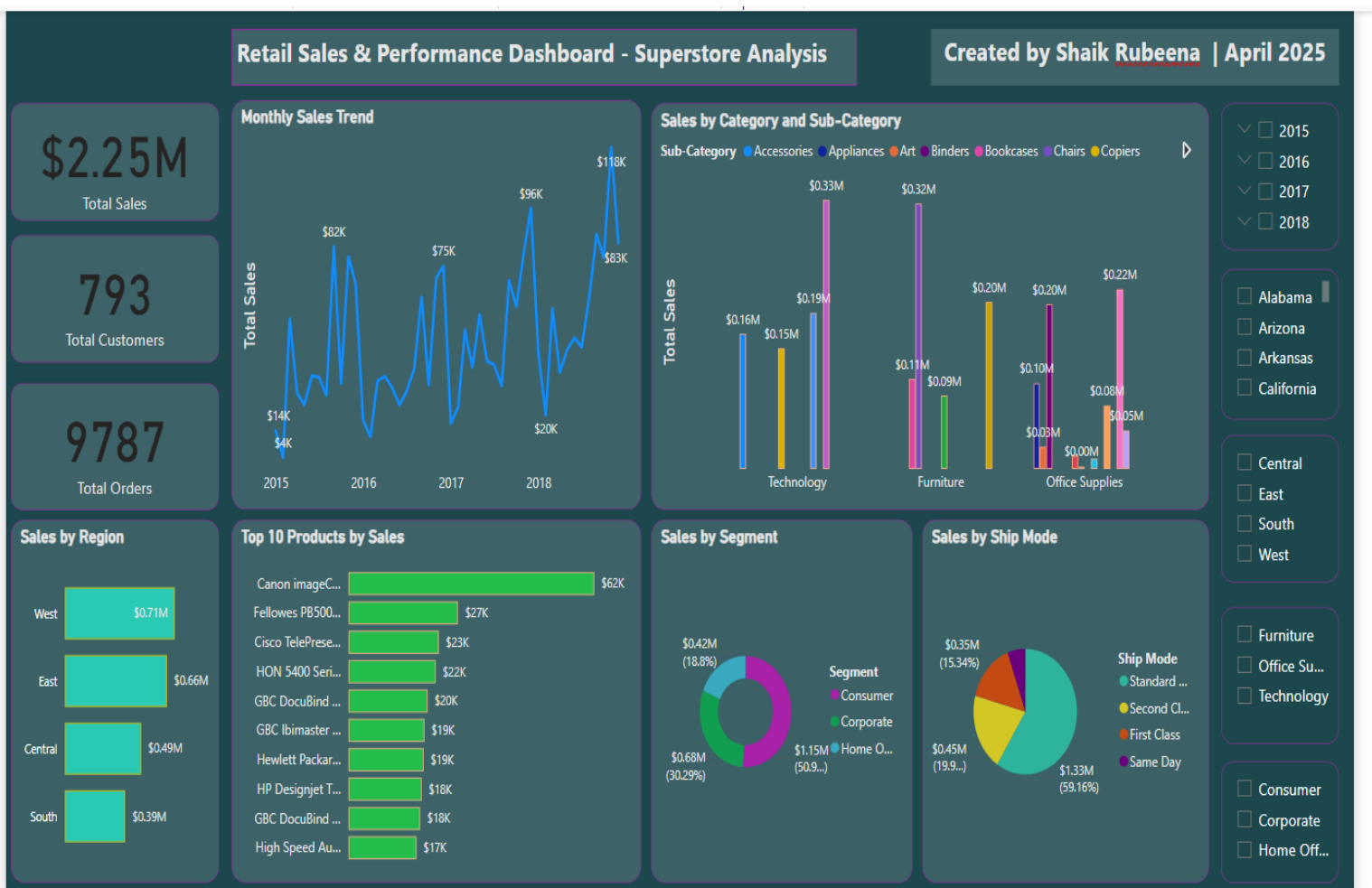
Project Duration: April 2025

Tools Used:

- Power BI for interactive dashboards and data insights
- Excel for data cleaning and preprocessing

Objective:

- To evaluate and visualize retail sales data using Power BI in order to extract key performance insights.
- This includes analyzing total sales, order trends, customer segmentation, regional performance, and sales modes.



Key Insights Derived:

1. KPIs:

- *Total Sales: \$2.25M*
- *Total Customers: 793*
- *Total Orders: 9787*

2. Monthly Sales Trend (2015-2018):

- *Consistent growth with notable spikes in certain months.*
- *Sales peaked at over \$90K in a few months, suggesting strong seasonal performance.*

3. Sales by Region:

- *West leads with \$0.71M, followed by East (\$0.66M) and Central (\$0.49M).*
- *South is the lowest performer at \$0.39M.*

4. Top 10 Products by Sales:

- *Canon imageCLASS and Fellowes PB500 are top contributors.*
- *Highlights the most profitable product lines.*

5. Sales by Category and Sub-Category:

- *Technology and Furniture dominate sales across various sub-categories.*
- ***Notable high-performing sub-categories: Binders, Chairs, Phones.***

6. Sales by Segment:

- *Corporate segment accounts for the highest revenue (\$1.15M).*
- *Home Office and Consumer are nearly equal in their contribution.*

7. Sales by Ship Mode:

- *Same Day shipping is the most used (\$1.33M), showing preference for quick delivery.*
- *Other modes include Standard Class and Second Class.*

Interactive Features:

- *Filters for Region, State, Segment, Category, and Year.*
- *Enables drill-down analysis for deeper insights.*

Outcome:

- *This Power BI dashboard provides a strategic overview of retail sales performance.*
- *It enables decision-makers to focus on high-performing areas, optimize underperforming regions, understand customer preferences, and enhance logistics strategies.*

***** Thank You *****