Project Overview

The **Superstore Sales Dashboard** is an interactive Power BI report built to analyze sales, profit, and delivery performance across different categories, regions, and payment modes.
It helps identify key business insights like top-performing categories, seasonal trends, and preferred payment methods to support data-driven decision-making.

Objective

To design a Power BI dashboard that provides clear and actionable insights from retail sales data.
Key goals include.

Analyzing sales and profit trends over time.

Understanding regional and category performance.

Tracking average delivery time.

Identifying the most used payment modes.

Dataset Details

File Name: `SuperStore_Sales_Dataset.csv`
Domain: Retail / Sales Analytics
Data Source: Public Superstore dataset (Excel/CSV)

Columns Overview

Column Name	Description
Order ID	Unique ID for each order
Order Date	Date when order was placed
Ship Date	Date when order was shipped
Region	Central / East / South / West
Category	Furniture / Office Supplies / Technology
Sub-Category	Product sub-category (Phones, Chairs, etc.)
Sales	Total sales amount
Profit	Profit earned per order
Quantity	Number of items sold
Payment Mode	Mode of payment (COD, Online, Cards)