Dashboard Based On Superstore Sales Dataset

This dataset is particularly useful for developing skills in data visualization, business intelligence, and storytelling, making it an ideal foundation for dashboards, reports, and decision-making simulations.

Key Performance Metrics

Total Revenue: ₹ 5.12 Million
 Total Profit: ₹ 61.33 Thousand

Total Discount: 41.30
 Sales Goal Achievement:

 Achieved: ₹ 5.38K
 Goal: ₹ 2.58K

% Achieved: +108.64%

Sales by Category

• **Technology:** ₹ **0.22M** – Highest-selling category

• Office Supplies: ₹ 0.15M

• Furniture: ₹ 0.13M

Insight: Technology leads in revenue generation among all categories.

Sales by Region

West: ₹ 0.07M
 East: ₹ 0.06M
 Central: ₹ 0.05M
 South: ₹ 0.04M

Insight: The West region is the top-performing region in terms of sales.

Sales by City

Sales data is visually represented on a map by region, helping identify geographical strengths:

- Regions are color-coded:
 - o Central (Purple), East (Blue), South (Light Blue), West (Red)
- Densely clustered data in North America.

☐ Sales by Sub-Category (Top Performers)

• Phones: 77K units

• Chairs, Copiers, Machines: ~49K units each

• Accessories & Storage: ~46K units each

Insight: Phones are the top-selling sub-category.

Customer Insights

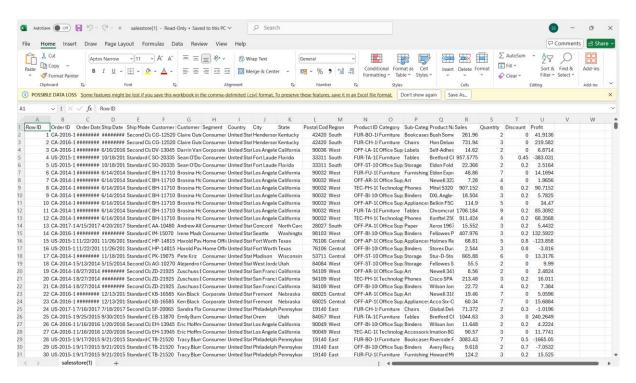
- A customer-wise breakdown of purchases is shown along with:
 - Customer Name
 - Region
 - Product Name

Insight: Useful for identifying high-value customers and popular products by customer location.

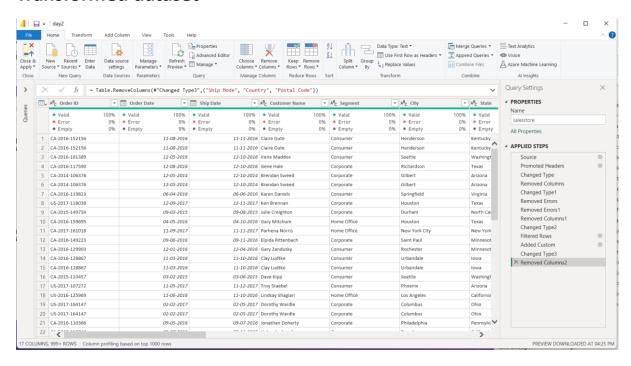
Tools Used

- Power BI Desktop
- Data Visualizations: Bar Charts, Maps, KPIs, Card, Tables
- Interactivity: Filters & Region-based Highlight

Excel dataset before data cleaning



Transformed dataset



Sales based on store dashboard

