

## 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:
  - 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

Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer	Customer Segment	Country	City	State	Postal Code	Region	Product ID	Category	Sub-Category	Product Name	Sales	Quantity	Discount	Profit
1	CA-2016-1-#####	#####	Second Cl	CG-12520	Claire Gut	Consumer	United Stal	Henderson	Kentucky	42420	South	FUR-BO-1	Furniture	Bookcases	Bush Some	261.96	2	0	41.9136
2	CA-2016-1-#####	#####	Second Cl	CG-12520	Claire Gut	Consumer	United Stal	Henderson	Kentucky	42420	South	FUR-CH-1	Furniture	Chairs	Hon Delux	731.94	3	0	219.582
3	CA-2016-1-#####	6/16/2016	Second Cl	DV-13045	Darrin Van	Corporate	United Stal	Los Angeles	California	90036	West	OFF-LA-1	Office Sup	Labels	Self-Adhes	14.62	2	0	6.8714
4	US-2015-1-#####	10/18/201	Standard C	SO-20335	Sean O'Do	Consumer	United Stal	Fort Laude	Florida	33311	South	FUR-TA-1	Furniture	Tables	Bretford Cl	957.5775	5	0.45	-383.031
5	US-2015-1-#####	10/18/201	Standard C	SO-20335	Sean O'Do	Consumer	United Stal	Fort Laude	Florida	33311	South	OFF-ST-1	Office Sup	Storage	Eldon Fold	22.368	2	0.2	2.5164
6	CA-2014-1-#####	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Stal	Los Angeles	California	90032	West	FUR-FU-1	Furniture	Furnishing	Eldon Expr	48.86	7	0	14.1694
7	CA-2014-1-#####	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Stal	Los Angeles	California	90032	West	OFF-AR-1	Office Sup	Art	Newell 322	7.28	4	0	1.9656
8	CA-2014-1-#####	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Stal	Los Angeles	California	90032	West	TEC-PH-1	Technology	Phones	Mitel 5320	907.152	6	0.2	90.7152
9	CA-2014-1-#####	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Stal	Los Angeles	California	90032	West	OFF-BI-1	Office Sup	Binders	DXL Angle-	18.504	3	0.2	5.7825
10	CA-2014-1-#####	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Stal	Los Angeles	California	90032	West	OFF-AP-1	Office Sup	Appliances	Belkin F5C	114.9	5	0	34.47
11	CA-2014-1-#####	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Stal	Los Angeles	California	90032	West	FUR-TA-1	Furniture	Tables	Chromcral	1706.184	9	0.2	85.3092
12	CA-2014-1-#####	6/14/2014	Standard C	BH-11710	Brosina Hc	Consumer	United Stal	Los Angeles	California	90032	West	TEC-PH-1	Technology	Phones	Konitel 256	911.424	4	0.2	68.3568
13	CA-2017-1-4/15/2017	4/20/2017	Standard C	AA-10480	Andrew All	Consumer	United Stal	Concord	North Carc	28027	South	OFF-PA-1	Office Sup	Paper	Xerox 1967	15.552	3	0.2	5.4432
14	CA-2016-1-#####	#####	Standard C	IM-15070	Irene Mad	Consumer	United Stal	Seattle	Washington	98103	West	OFF-BI-1	Office Sup	Binders	Fellowes P	407.976	3	0.2	132.5922
15	US-2015-1-11/22/201	11/26/201	Standard C	HP-14815	Harold Pan	Home Offi	United Stal	Fort Worth	Texas	76106	Central	OFF-AP-1	Office Sup	Appliances	Holmes Re	68.81	5	0.8	-123.858
16	US-2015-1-11/22/201	11/26/201	Standard C	HP-14815	Harold Pan	Home Offi	United Stal	Fort Worth	Texas	76106	Central	OFF-BI-1	Office Sup	Binders	Stores Dur	2.544	3	0.8	-3.816
17	CA-2014-1-#####	11/18/201	Standard C	PK-19075	Pete Kriz	Consumer	United Stal	Madison	Wisconsin	53711	Central	OFF-ST-1	Office Sup	Storage	Star-D-Sto	665.88	6	0	13.3176
18	CA-2014-1-#####	11/18/201	Standard C	PK-19075	Pete Kriz	Consumer	United Stal	Madison	Wisconsin	53711	Central	OFF-ST-1	Office Sup	Storage	Fellowes S	55.5	2	0	9.99
19	CA-2014-1-8/27/2014	#####	Second Cl	ZD-21925	Zuschuss I	Consumer	United Stal	San Franci	California	94109	West	OFF-AR-1	Office Sup	Art	Newell 341	8.56	2	0	2.4824
20	CA-2014-1-8/27/2014	#####	Second Cl	ZD-21925	Zuschuss I	Consumer	United Stal	San Franci	California	94109	West	TEC-PH-1	Technology	Phones	Cisco SPA	213.48	3	0.2	16.011
21	CA-2014-1-8/27/2014	#####	Second Cl	ZD-21925	Zuschuss I	Consumer	United Stal	San Franci	California	94109	West	OFF-BI-1	Office Sup	Binders	Wilson Jon	22.72	4	0.2	7.384
22	CA-2016-1-#####	12/13/201	Standard C	KB-16585	Ken Black	Corporate	United Stal	Fremont	Nebraska	68025	Central	OFF-AR-1	Office Sup	Art	Newell 316	19.46	7	0	5.0596
23	CA-2016-1-#####	12/13/201	Standard C	KB-16585	Ken Black	Corporate	United Stal	Fremont	Nebraska	68025	Central	OFF-AP-1	Office Sup	Appliances	Acco Six-C	60.34	7	0	15.6884
24	US-2017-1-7/16/2017	7/18/2017	Second Cl	SF-20065	Sandra Fla	Consumer	United Stal	Philadelph	Pennsylv	19140	East	FUR-CH-1	Furniture	Chairs	Global Del	71.372	2	0.3	-1.0196
25	CA-2015-1-9/25/2015	9/30/2015	Standard C	EB-13870	Emily Burn	Consumer	United Stal	Orem	Utah	84057	West	FUR-TA-1	Furniture	Tables	Bretford Cl	1044.63	3	0	240.2649
26	CA-2016-1-1/16/2016	1/20/2016	Second Cl	EH-13945	Eric Hoffm	Consumer	United Stal	Los Angeles	California	90049	West	OFF-BI-1	Office Sup	Binders	Wilson Jon	11.648	2	0.2	4.2224
27	CA-2016-1-1/16/2016	1/20/2016	Second Cl	EH-13945	Eric Hoffm	Consumer	United Stal	Los Angeles	California	90049	West	TEC-AC-1	Technology	Accessori	Imation 8G	90.57	3	0	11.7741
28	US-2015-1-9/17/2015	9/21/2015	Standard C	TB-21520	Tracy Blum	Consumer	United Stal	Philadelph	Pennsylv	19140	East	FUR-BO-1	Furniture	Bookcases	Riverside F	3083.43	7	0.5	-1665.05
29	US-2015-1-9/17/2015	9/21/2015	Standard C	TB-21520	Tracy Blum	Consumer	United Stal	Philadelph	Pennsylv	19140	East	OFF-BI-1	Office Sup	Binders	Avery Recy	9.618	2	0.7	-7.0532
30	US-2015-1-9/17/2015	9/21/2015	Standard C	TB-21520	Tracy Blum	Consumer	United Stal	Philadelph	Pennsylv	19140	East	FUR-FU-1	Furniture	Furnishing	Howard M	124.2	3	0.2	15.525

## Transformed dataset

File

day2

Home

Transform

Add Column

View

Tools

Help

Close & Apply

New Source

Recent Sources

Enter Data

Data source settings

Manage Parameters

Refresh Preview

Advanced Editor

Choose Columns

Remove Columns

Keep Rows

Remove Rows

Sort

Split Column

Group By

Data Type: Text

Use First Row as Headers

Replace Values

Merge Queries

Append Queries

Combine Files

Combine

Text Analytics

Vision

Azure Machine Learning

Close

New Query

Data Sources

Parameters

Query

Choose Columns

Remove Columns

Keep Rows

Remove Rows

Sort

Split Column

Group By

Data Type: Text

Use First Row as Headers

Replace Values

Merge Queries

Append Queries

Combine Files

Combine

Text Analytics

Vision

Azure Machine Learning

Query Settings

AI Insights

Table.RemoveColumns(#"Changed Type3",("Ship Mode", "Country", "Postal Code"))

Order ID

Order Date

Ship Date

Customer Name

Segment

City

State

Valid

Error

Empty

100%

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1

CA-2016-152156

11-08-2016

11-11-2016

Claire Gute

Consumer

Henderson

Kentucky

2

CA-2016-152156

11-08-2016

11-11-2016

Claire Gute

Consumer

Henderson

Kentucky

3

CA-2016-161389

12-05-2016

12-10-2016

Irene Maddox

Consumer

Seattle

Washington

4

CA-2016-117590

12-08-2016

12-10-2016

Gene Hale

Corporate

Richardson

Texas

5

CA-2014-106376

12-05-2014

12-10-2014

Brendan Sweed

Corporate

Gilbert

Arizona

6

CA-2014-106376

12-05-2014

12-10-2014

Brendan Sweed

Corporate

Gilbert

Arizona

7

CA-2016-119823

06-04-2016

06-06-2016

Karen Daniels

Consumer

Springfield

Virginia

8

US-2017-118038

12-09-2017

12-11-2017

Ken Brennan

Corporate

Houston

Texas

9

CA-2015-149734

09-03-2015

09-08-2015

Julie Creighton

Corporate

Durham

North Carolina

10

CA-2016-159695

04-05-2016

04-10-2016

Gary Mitchum

Home Office

Houston

Texas

11

CA-2017-161018

11-09-2017

11-11-2017

Parhena Norris

Home Office

New York City

New York

12

CA-2016-149223

09-06-2016

09-11-2016

Elpida Rittenbach

Corporate

Saint Paul

Minnesota

13

CA-2016-129903

12-01-2016

12-04-2016

Gary Zandusky

Consumer

Rochester

Minnesota

14

CA-2016-128867

11-03-2016

11-10-2016

Clay Ludtke

Consumer

Urbandale

Iowa

15

CA-2016-128867

11-03-2016

11-10-2016

Clay Ludtke

Consumer

Urbandale

Iowa

16

CA-2015-110457

03-02-2015

03-06-2015

Dave Kipp

Consumer

Seattle

Washington

17

US-2017-107272

11-05-2017

11-12-2017

Troy Staebel

Consumer

Phoenix

Arizona

18

US-2016-125969

11-06-2016

11-10-2016

Lindsay Shagari

Home Office

Los Angeles

California

19

US-2017-164147

02-02-2017

02-05-2017

Dorothy Wardle

Corporate

Columbus

Ohio

20

US-2017-164147

02-02-2017

02-05-2017

Dorothy Wardle

Corporate

Columbus

Ohio

21

CA-2016-110366

09-05-2016

09-07-2016

Jonathan Doherty

Corporate

Philadelphia

Pennsylvania

22

CA-2016-110366

09-05-2016

09-07-2016

Jonathan Doherty

Corporate

Philadelphia

Pennsylvania

17 COLUMNS, 999+ ROWS

Column profiling based on top 1000 rows

PREVIEW DOWNLOADED AT 04:25 PM

## Sales based on store dashboard

