

# Sales Intelligence Dashboard

## Key Insights and Benefits

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# Project Overview

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## **Objective:**

**To create an interactive Sales Intelligence Dashboard using Power BI that helps in analyzing key metrics like sales performance, profitability, region-wise analysis, and customer segmentation using the Superstore dataset.**



## **Tools Used:**

**Power BI**

**Superstore Dataset (Kaggle)**

**DAX and Power Query**

# Dataset Description

**Dataset Name: Superstore Sales Dataset**

**Source: Kaggle**

**Key Features:**

Order ID, Product, Category

Region, Segment, Country

Sales, Quantity, Discount, Profit

Date of Order and Shipment

Quantity	Profit	Returns	Payment
1	28.2668	0	Online
3	38.2668	0	Online
2	67.2742	0	Cards
2	-5.264	0	Online
5	13.572	0	Cards
2	28.615	0	Online
7	350.427	0	COD
2	5.346	0	COD
3	-6.21	0	Online
4	119.996	0	Online
6	-80.178	0	Online

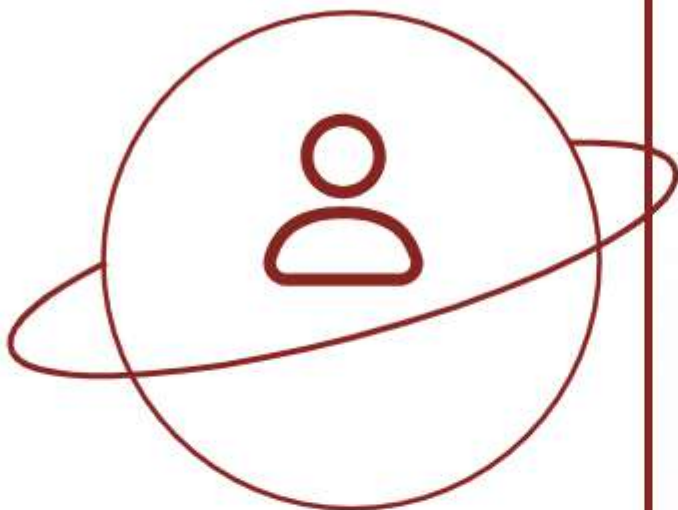
Customer Name	Segment
Brendan Murry	Corporate
Brendan Murry	Corporate
Brendan Murry	Corporate
Christine Abelman	Corporate
Christine Abelman	Corporate
Lena Radford	Consumer
Bill Overfelt	Corporate
Bill Overfelt	Corporate
Christine Abelman	Corporate

Row ID	Order ID	Order Date	Ship Date	Ship Mode
4978	CA-2019-190304	01 January 2019	07 January 2019	Standard Class
4979	CA-2019-190304	02 January 2019	07 January 2019	Standard Class
4980	CA-2019-190304	02 January 2019	07 January 2019	Standard Class
8604	US-2019-116363	08 January 2019	08 January 2019	Standard Class
8606	US-2019-116363	08 January 2019	08 January 2019	Standard Class
8674	CA-2019-121206	08 January 2019	05 January 2019	First Class
9494	CA-2019-105207	03 January 2019	08 January 2019	Standard Class
9495	CA-2019-105207	03 January 2019	08 January 2019	Standard Class
9605	US-2019-116365	03 January 2019	08 January 2019	Standard Class
2058	US-2019-164630	04 January 2019	05 January 2019	Standard Class
5889	CA-2019-150211	04 January 2019	08 January 2019	Standard Class
5888	CA-2019-150211	04 January 2019	08 January 2019	Standard Class
863	CA-2019-134474	05 January 2019	07 January 2019	Second Class
865	CA-2019-134474	05 January 2019	07 January 2019	Second Class
884	CA-2019-134474	05 January 2019	07 January 2019	Second Class
8037	CA-2019-158805	07 January 2019	11 January 2019	Standard Class





# Key Metrics Visualized

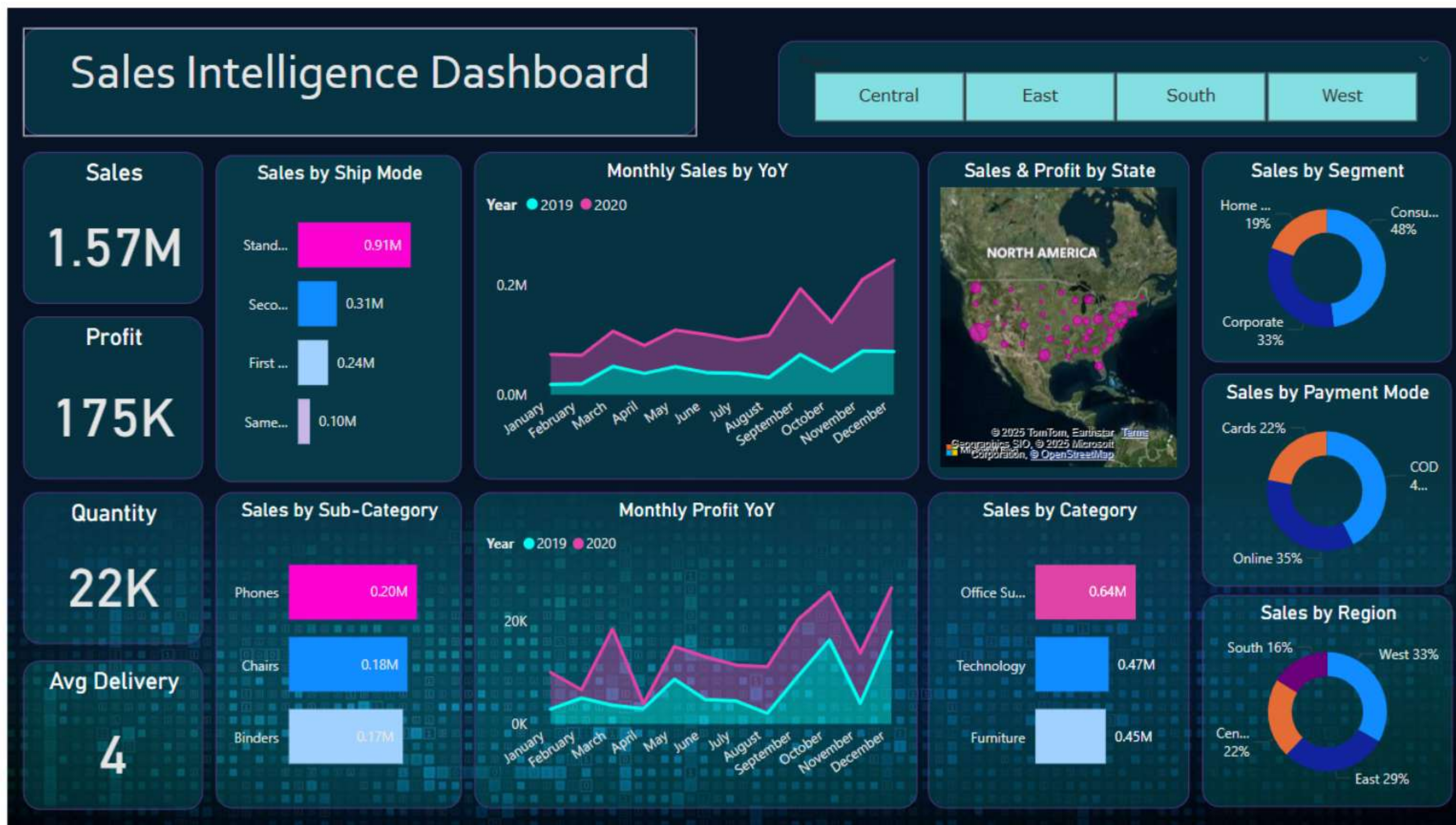


- ◆ **Total Sales**
- ◆ **Total Profit**
- ◆ **Profit Ratio**
- ◆ **Sales by Region, Category & Segment**
- ◆ **Top Customers by Sales**
- ◆ **Trend Over Time**
- ◆ **Map Visual for Geo Analysis**





# Dashboard Snapshot





# Insights & Analysis



# Thanks

Edited by Saurabh Upadhyay

[saurabhu.2004@gmail.com](mailto:saurabhu.2004@gmail.com)