

Summary – Data Visualization and Storytelling using Power BI

*This task focused on building an insightful **Power BI dashboard** using the Superstore dataset to apply the principles of **data visualization and storytelling**. The goal was to turn raw sales data into meaningful visuals that highlight key business metrics like sales, profit, category performance, and customer behaviour.*

The dashboard was designed following best practices—choosing the right charts, minimizing clutter, and providing context and insights. It includes KPI cards, time series trends, region and segment performance, and a summary slide for executive-level decisions.

Key Insights Identified

- *The **West region** generates the highest sales and profit.*
- ***Furniture** shows high sales but poor profitability due to excessive discounts.*
- ***Technology** is the most profitable category.*
- *The **Consumer segment** leads in order volume; **Corporate** yields better margins.*
- *Sales peak in **Q4 (Oct–Dec)**, indicating strong seasonal demand.*

What I Have Learned from This Project

- ***How to clean and prepare a dataset** for reporting (removing duplicates, formatting dates, organizing data).*
- ***Choosing the right visual** (bar chart, pie chart, line graph, map) based on the type of data and business question.*
- ***Designing a dashboard layout** that is both professional and easy to understand.*
- ***Applying storytelling techniques**—adding context, focusing on business insights, and creating a logical flow.*
- ***Using Power BI effectively** to build interactive reports and summary pages.*
- ***Identifying key business insights** from visual data and making strategic recommendations.*
- ***Following dashboard best practices** such as avoiding misleading visuals, using consistent colors, and highlighting key takeaways.*

*This project helped me not only understand Power BI as a tool but also how to **communicate data in a way that tells a story and supports real business decisions**.*