

Sales Dashboard - Data Analyst Internship Task

Slide 1: Title Slide

- Title: Sales Dashboard - Data Analyst Internship Task
- Subtitle: Internship Task 3 - Dashboard Design

Slide 2: About the Dataset

- Dataset Name: Sample - Superstore / Sales Dataset (Kaggle)
 - Source: Kaggle.com
 - Description: Contains detailed information about Sales, Profit, Region, Product Category, and Customers.
- This dataset provides diverse business data suitable for generating meaningful insights for stakeholders.

Slide 3: KPIs Used

- Sales KPIs:
 - * Total Sales (Sum of Sales)
 - * Total Profit (Sum of Profit)
 - * Total Orders (Count of Order IDs)
- Efficiency KPIs:
 - * Profit Margin % ($\text{Profit/Sales} \times 100$)
 - * Average Order Value ($\text{Sales} / \text{Number of Orders}$)

Slide 4: Dashboard Structure

The dashboard includes the following components:

- KPI Cards at the top
- Line Chart showing Sales Trend over Time
- Bar Chart showing Sales by Region
- Pie Chart showing Sales by Product Category
- Tables for Top and Bottom Performing Products
- Slicers for Date, Region, and Category

Slide 5: Key Insights

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Based on dashboard analysis:

- East Region contributes around 40% of total sales.
- Technology category shows highest profit margin.
- Sales increased by 15% in Q4 compared to Q3.
- Furniture category is least profitable.

Slide 6: Conclusion

- Dashboard helps stakeholders monitor performance instantly.
- Enables quick, data-driven decisions.
- Filters for Region, Category, and Date Range allow flexible analysis.