

# Superstore Sales Dashboard

Interactive Insights for Business  
Stakeholders

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Tool Used: Microsoft Power BI

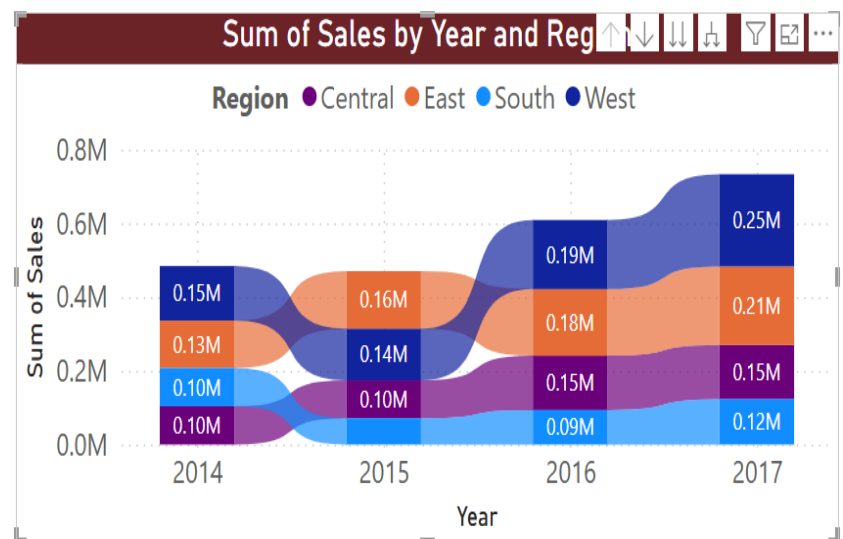
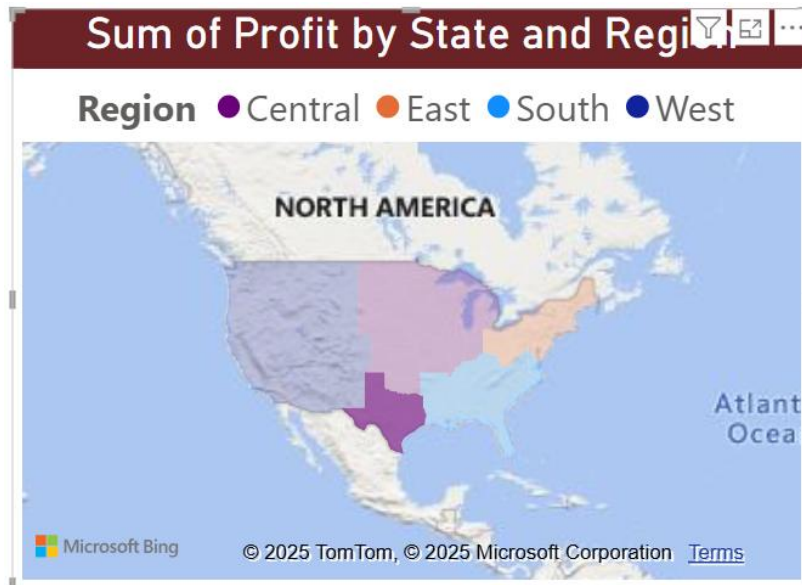
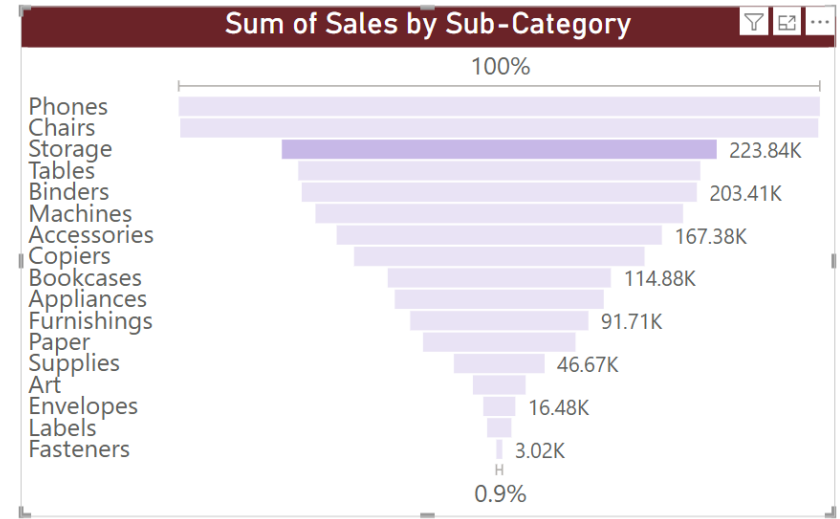
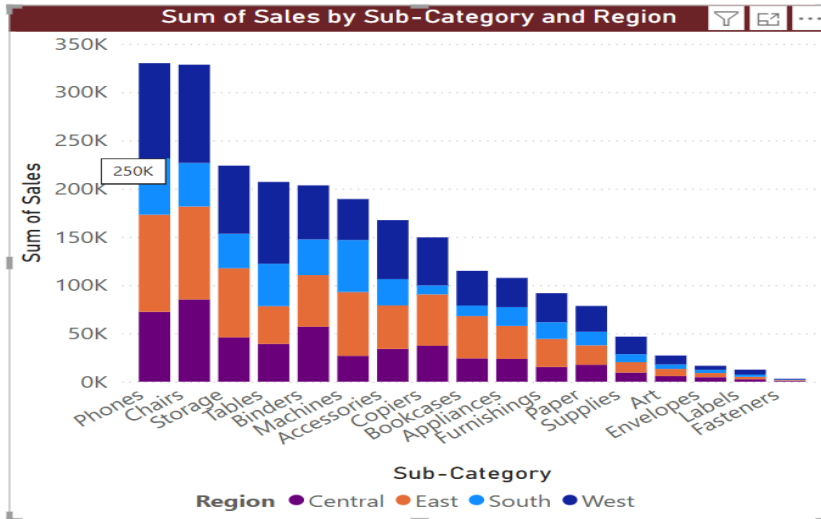
# Objective

- To design an interactive Power BI dashboard that enables business stakeholders to:
  - - Monitor overall sales performance
  - - Analyze sales by region and order priority
  - - Identify top and underperforming regions
  - - Make data-driven decisions with the help of filters and summaries

# Dashboard Features

- - Total Sales and Profit KPIs displayed
- - Sales by Region using Bar Chart
- - Sub-category performance visualized
- - Time-series trend by year and region
- - Regional analysis with map visuals
- - Consistent layout and colors for clarity

# Dashboard Visuals (From Power BI)



# Key Insights

- - West and East regions contribute over 60% of total sales
- - Phones and Chairs are top-performing sub-categories
- - 2017 saw the highest sales across all regions
- - Regional and sub-category filters enable deeper insights
- - Profitability varies across states and product types

# Conclusion

- - This Power BI dashboard provides a comprehensive overview of Superstore sales
- - Stakeholders can assess regional and product performance easily
- - Filters and visuals aid real-time, data-driven decisions
- - Ready for extension to include shipping and customer metrics
- Thank you!