

Superstore Sales Analysis – Power BI Project

A complete Power BI dashboard analyzing sales, profit, customer segments, product containers, and category performance using the Global Superstore dataset.

Dashboard Preview

(Upload your PNG to GitHub and replace the path)

Project Overview

This Power BI report provides a comprehensive analysis of Sales Performance. KPIs include:

- Total Sales
- Total Profit
- Total Cost
- Profit %
- Segment Analysis
- Category-level Sales
- Container-level Profit %

Key Metrics

- Total Sales: 1.92M
- Total Profit: 224.08K
- Total Cost: 25.31K
- Profit %: 11.64%

DAX Measures

Total Sales

...

Total Sales = SUM(Sales[Sales])

...

Total Profit

...

Total Profit = SUM(Sales[Profit])

...

Profit Percentage

...

Profit % = DIVIDE([Total Profit], [Total Sales])

...

Month-over-Month %

...

MOM % =

VAR a = DIVIDE([Total Sales] - [Previous Month Sales], [Previous Month Sales])

VAR b = [icons] & " " & FORMAT(a, "0.0%")

RETURN b

...

Revenue % by Category

...

Revenue % =

DIVIDE(

[Total Sales],

CALCULATE([Total Sales], ALL(Sales[Category]))

)

...

Features Used

- Power Query for ETL
- Data Modeling
- DAX Time Intelligence
- Custom Icons
- Bookmarks & Interactions
- Forecasting Models

Author

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