ELEVATED TABS TASK 8

Simple Sales Dashboard Design.

Introduction:

This project aims to create a basic interactive dashboard using Power BI to analyse sales performance by region, category and month based on the Superstore Sales dataset.

Objective:

- Visualise sales trends across time.
- Identify top-performing regions and categories.
- Enable interactive filtering regions and categories.
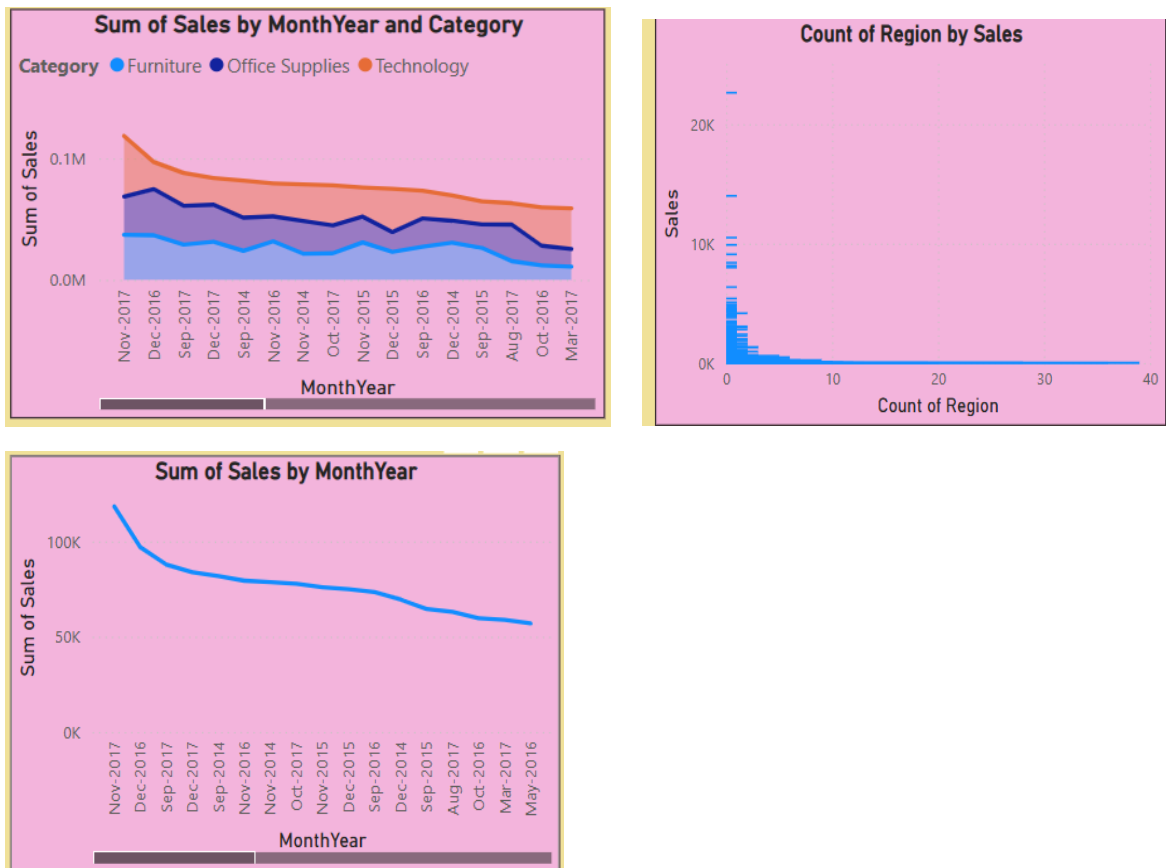
Tools used: Power bi

Dataset: Superstore_dataset.xlsx
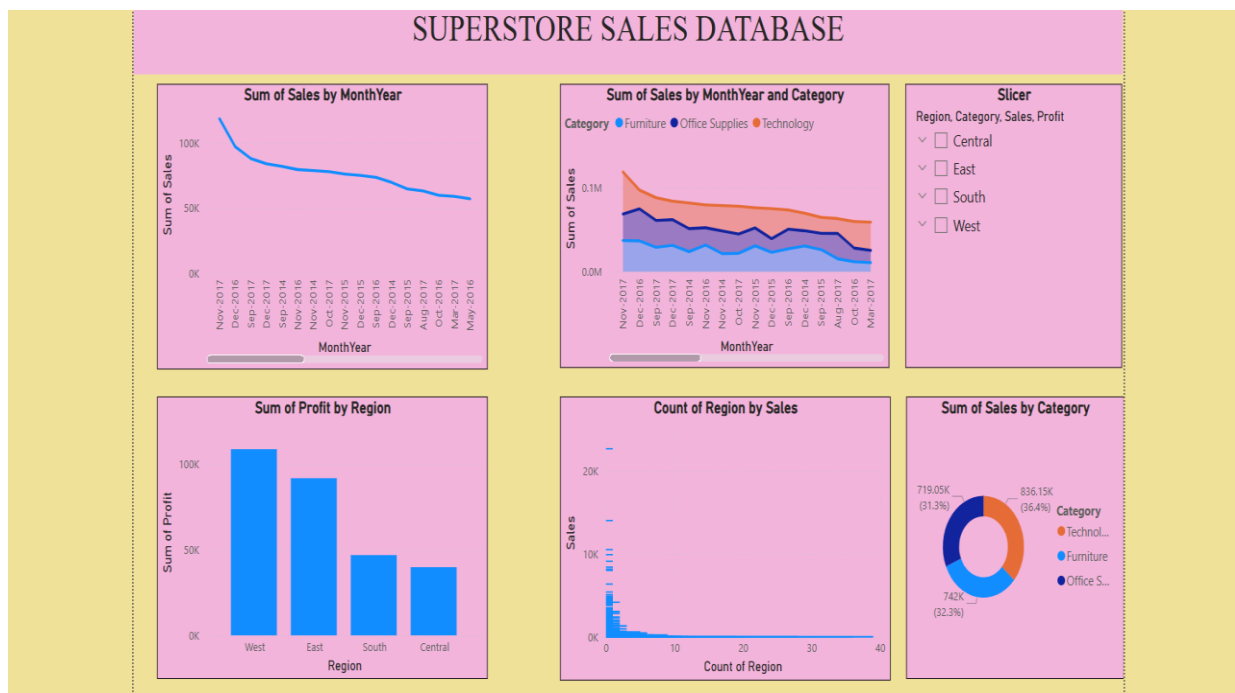
Visuals created: (in-order)

- Donut chart: Sales by Category.
- Clustered column chart: Profit by Region.
- Stacked Area Chart: Sales by Category over Time.
- Bar chart: Sales by Region.
- Line chart: Sales over Month-Year.
- Slicers: Region and category filters.

Screenshots of Visuals created:
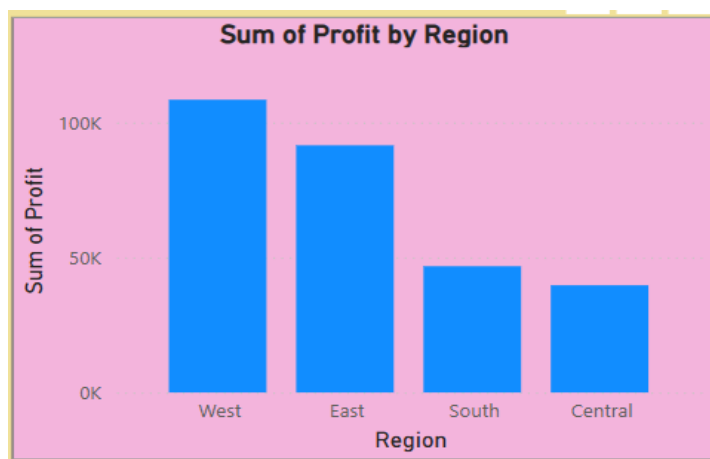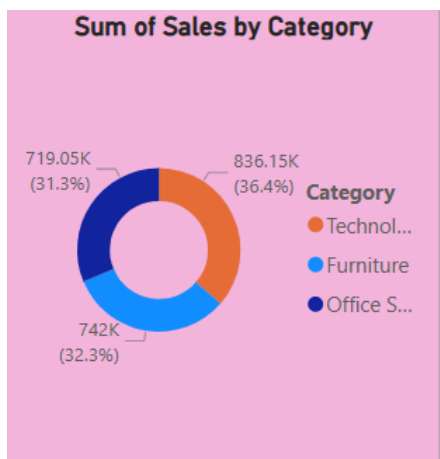
Dashboard:

Key Insights from visuals and dashboard:

- Regional Sales Performance: The **East region** had the **highest sales** in November 2017.

- Profit by Region: Despite generating lower sales, **the west region** recorded the **highest profit**, indicating stronger profitability compared to other regions.
- Category Sales Performance: The **furniture and technology** category contributed the most to total sales.
- Monthly Sales Trend: A **gradual decline** in sales was observed from late 2016 to mid2017, highlighting a potential seasonal or market-driven downturn.

CONCLUSION:

the sales performance dashboard provided valuable insights into regional and category-wise trends. The analysis revealed that while the East region led in total sales, the West region achieved higher profitability. Additionally, the furniture and technology category emerged as the top-performing segment. These finding can help guide strategic decisions for improving sales growth and maximizing profit margins in future business operations.