



Super Store Sales Dashboard

Professional Report

4

KEY PERFORMANCE
INDICATORS

7

ANALYTICAL
VISUALIZATIONS

2019-
2020


DATA COVERAGE

Dashboard Components & Architecture

Key Performance Indicators




Total Orders
Aggregate count of all customer orders



Total Sales
Revenue generated across all transactions



Total Profit
Net profit after cost considerations




Average Ship Days
Mean time between order placement and delivery

Visual Analytics Structure


Donut Charts (3)



Sales by Payment Mode




Sales by Region




Sales by Customer Segment

Line Charts (2)




Monthly Sales Trend (2019-2020)




Monthly Profit Trend

Clustered Bar Charts (2)



Sales by Category



Sales by Sub-Category

Data Processing & Quality Management

Data Cleaning Process

Initial Data Assessment

- Imported raw sales data from source system
- Checked for duplicate records using Order ID
- Identified missing values in critical columns
- Validated data types for all fields

Data Quality Issues

Missing Values:

- Postal Code: "Unknown"
- Ship Date: 0.3% removed

Data Types:

- Order Date: Date format
- Ship Date: Date format

Outliers:

- Negative profit: Returns
- Extreme sales: Validated

Data Transformation

- Created Ship Days column: Ship Date - Order Date
- Extracted Year and Month from Order Date
- Standardized Region names (removed trailing spaces)
- Standardized Payment Mode categories
- Created Month-Year column for time series analysis

Star Schema Data Modeling



Advanced Analytics & DAX Calculations

Core KPI Measures

Total Orders

Total Orders = COUNTROWS(Sales_Fact)

Total Sales

Total Sales = SUM(Sales_Fact[Sales_Amount])

Total Profit

Total Profit = SUM(Sales_Fact[Profit_Amount])

Average Ship Days

Avg Ship Days = AVERAGE(Sales_Fact[Ship_Days])

Advanced Analytical Measures

Profit Margin

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

Year-over-Year Growth

YoY Sales Growth % = VAR CurrentYearSales = [Total Sales]
VAR PreviousYearSales = CALCULATE([Total Sales], DATEADD([Date], -1, YEAR))
RETURN DIVIDE(CurrentYearSales - PreviousYearSales, PreviousYearSales)

Sales by Payment Mode

Sales by Payment = CALCULATE([Total Sales], ALLSELECTED(Payment_Mode))

Sales by Region

Sales by Region = CALCULATE([Total Sales], ALLSELECTED(Region))

Time Intelligence Measures

Monthly Sales (2019)

Sales 2019 = CALCULATE([Total Sales], Dim_Date[Year] = 2019)

Monthly Sales (2020)

Sales 2020 = CALCULATE([Total Sales], Dim_Date[Year] = 2020)

Monthly Profit (2019)

Profit 2019 = CALCULATE([Total Profit], Dim_Date[Year] = 2019)

Monthly Profit (2020)

Profit 2020 = CALCULATE([Total Profit], Dim_Date[Year] = 2020)

Month-over-Month Growth

MoM Sales Growth % = VAR CurrentMonth = [Total Sales]
VAR PreviousMonth = CALCULATE([Total Sales], DATEADD([Date], -1, MONTH))
RETURN DIVIDE(CurrentMonth - PreviousMonth, PreviousMonth)

Business Insights & Future Roadmap



Key Analytical Capabilities

- Payment Analysis:** Identify most profitable payment methods
- Regional Performance:** Compare sales across geographical regions
- Segment Analysis:** Understand customer segment contributions
- Temporal Trends:** Track performance evolution over 24 months
- Product Performance:** Evaluate category and sub-category performance
- Operational Efficiency:** Monitor shipping performance through average ship days



Business Value Proposition



Strategic Planning

Year-over-year comparisons inform forecasting



Operational Optimization

Shipping metrics identify bottlenecks



Customer Insights

Segment analysis enables targeted marketing



Product Management

Category performance guides inventory decisions



Financial Planning

Profit trends support budgeting and resource allocation



Future Roadmap



Additional Metrics

- Customer Lifetime Value (CLV)
- Product Return Rate
- Average Order Value (AOV)
- Customer Acquisition Cost (CAC)



Advanced Features

- Predictive analytics for sales forecasting
- Anomaly detection for unusual patterns
- What-if analysis for scenario planning
- Real-time data refresh capabilities



Expanded Visualizations

- Geographic heat maps for regional performance
- Customer cohort analysis
- Product affinity analysis
- Seasonal trend decomposition