

Grocery Sales Dashboard

Design an interactive dashboard for business stakeholders.

Grocery Sales Dashboard - Overview

► **Project Objective:**

Build a dynamic Power BI dashboard to analyze grocery sales, regional performance, customer behavior, and category trends.

► **Dataset Focus Areas:**

- Orders, Profit, and Sales by Region.
- Customer-level spending patterns.
- Product category & sub-category performance.
- Sales trends over time (2015-2018).

Right Charts Chosen for Storytelling

- **Line Chart:** To show yearly and monthly sales trends.
- **Stacked Bar Chart:** To compare regional sales and profits.
- **Bar Chart:** For city-wise and category-wise sales ranking.
- **Donut Chart:** For profit by product sub-category.
- **Matrix/Table:** To present detailed customer and category performance.
- **Slicer/Filters:** To enable dynamic year/region/category analysis.






Colors and Simplicity

- Consistent color palette: **Blue, Grey, White.**
- Professional layout with **minimal clutter.**
- Easy-to-read KPIs using large font tiles.
- Proper **spacing and alignment** of visuals.
- Interactive design with slicers for year, region, category.

Major Insights from Data

-  **Total Sales: ₹15.0M | Total Profit: ₹3.75M.**
-  **Top Region: West - ₹4.79M Sales, ₹1.19M Profit.**
-  **Orders: 9,994 |  Customers: 50.**
-  **Best-performing years: 2017-2018.**
-  **Top Product Category: Eggs, Meat & Fish (₹2.3M).**

Context and Meaning

-  Sales growth consistent across regions and years.
-  *Krithika* is the top customer with ₹334K spend.
-  Kanyakumari & Tirunelveli lead in customer count.
-  Bakery & Beverage sub-categories show high profits.
-  North region underperforming (₹1.2K total sales).

Storyboard Conclusion

- Created a **clean, insightful Power BI dashboard**.
- Focused on **business storytelling** through data.
- Identified high-value products, customers & regions.
- Applied visual best practices and modern layout.
- Delivered an interactive tool for decision-makers.