

Sales Data Analysis

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Introduction

Superstore Analysis for Power BI is a project that aims to provide insights into the sales and profit performance of a US-based online retailer. The project uses Power BI, a data visualization and business intelligence tool developed by Microsoft, to create interactive reports and dashboards from the Superstore retail transaction data. The data contains information about the orders, customers, products, sales, and profits of the Superstore. Orders Data includes orders of various cities of states in united states. Products includes various categories as Furniture, Office supplies and Technology from different regions. Power BI is used as the visualization tool to create interactive and visually appealing reports.

Methodology

The orders dashboard analysis aims to provide data-driven insights into sales and profit trends to maximize sales and profitability. The dashboard provides a comprehensive view of sales and profit trends across product categories, segments, and regions. By utilizing the insights provided by the dashboard, the superstore aims to achieve sustainable growth and profitability.

Requirement Analysis

The project uses Power BI Service, a cloud-based platform that lets users share and collaborate on reports and dashboards, to publish the report and create a user-friendly dashboard that answers the key business questions and provides actionable insights.

Consider the sample data of Retail Sales to design the below dashboard visuals

a. Sum of Sales by City and Category

b. Sum of Sales by State and Region

c. Sum of Sales by State

Show the Sum of Profit, Min, Max, and Target

a. Sum of Sales by Category

b. Sum of Sales by Subcategory

c. Create a Slicer of Year, Quarter, Month and Day

d. Sum of Profit by Segments

Sum of Sales by Sub Category and Discounts

a. By using Slicers of Year, Category, Region and Ship mode

b. Sum of Sales by Region and Category

c. Sum of Profit by Sub-Category

d. Sum of Sales and Sum of Profit by year

e. Sum of Sales by region

f. Show Total Discounts, Total Cities, Total Profit, Total Quantity, Total Sales.

All Visualization like All Charts which is there in the

Dashboards



Insights from the Charts as well as Dashboards

Sales of Consumer is more compared to Corporate and home office Sum of sales is 2M, Total Profit is 286K Quantity Sold is 38k ship mode given is 10k Insights shows daily profit Sales in the last month is more.

Conclusion

1. Increase marketing efforts for Office Supplies and Corporate products
2. Focus on Furniture, Technology and Office Supplies
3. Promote Technology products, especially phones, as Christmas gifts during November and December.
4. Focus on increasing sales and profits in states with low performance such as South Dakota, District of Columbia, Kansas, Maryland, Nevada, North Carolina, Arkansas, Oregon.
5. Increase efforts to improve profits in the South region and the Furniture category.
6. Conduct market research to understand the needs and preferences of customers in states, Montana, North Dakota, Idaho, and Wyoming. Develop a targeted