SUPERSTORE SALES DASHBOARD REPORT – POWER BI

STEPS PERFORMED FOR ANALYSIS:

- Data Cleaning: Conducted thorough data cleaning using Power Query Editor in Power BI to ensure accurate analysis. Efficient data cleaning involves Removing Duplicates, Handling Missing Values, validating data, Removing Null Values

- Dashboard Creation: Designed a result driven and interactive dashboard featuring key performance indicators (KPIs) and slicers for easy navigation and analysis.

- Data Analysis: Utilized visualization and charting tools to deliver useful and result driven insights, enabling business entities to evaluate the effectiveness of their sales strategies.

INSIGHTS

- California has maximum Sales and highest Profits in United States.

- The maximum Sales is accounted in West region (33%) followed by East

- In year 2019 and 2020, the maximum Sales is accounted in November and December.

- Office supplies accounts Maximum sales followed by Technology and Furniture

- In both years, Profit margin increases by the end of the year.

- Standard class shipping mode encounters maximum Sales (0.91M).

- Sales Forecasting: Employed time series forecasting techniques on historical sales data to generate accurate sales forecasts for the next 15 days, empowering stakeholders to make informed decisions.