Superstore Sales Dashboard –Power BI Report

1. Introduction

The **Superstore Sales Dashboard** is an interactive Power BI report designed to analyze sales performance, profitability, and operational efficiency across different regions, categories, and customer segments. The dashboard provides insights into key business metrics such as sales, profit, quantity sold, shipping modes, and regional performance.

This dashboard enables management to:

- Monitor overall sales performance

- Analyze profit trends

- Identify high-performing regions and products

- Understand customer behaviour

- Optimize shipping and operational strategies

2. Key Performance Indicators (KPIs)

The dashboard highlights the following major KPIs:

KPI	Value
Total Sales	1.57M
Total Quantity Sold	22K
Total Profit	175.26K
Average Profit Ratio	3.93

Insights:

- The company generated **1.57 million in total sales**.

- Profit of **175.26K indicates strong profitability**.

- The quantity sold of **22,000 units shows strong product demand**.

- Profit ratio of **3.93 reflects healthy profit margins**.

3. Regional Sales Analysis

The dashboard allows filtering by four regions:

- Central
- East
- South
- West

Overall Regional Contribution:

Region	Sales Contribution
West	33.37%
East	28.75%
Central	21.78%
South	16.10%

Insights:

- **West region is the top-performing region**
- **South region has the lowest contribution**
- East and Central regions show moderate performance

4. Sales by Payment Mode

The dashboard shows customer payment preferences:

Payment Mode	Percentage
COD	~42.62%
Online	~35.38%
Cards	~21.99%

Insights:

- COD is the most preferred payment method
- Online payments are growing significantly

- Card payments have the lowest usage

Business Recommendation:

- Encourage online payments to reduce cash handling risk

5. Sales by Customer Segment

Customer segments include:

Segment	Contribution
Consumer	48.09%
Corporate	32.55%
Home Office	19.35%

Insights:

- Consumer segment is the largest customer base
- Corporate segment contributes significantly
- Home Office segment has growth potential

Business Recommendation:

- Focus marketing on Consumer and Corporate segments

6. Sales by Category

Categories include:

Category	Sales
Office Supplies	0.64M
Technology	0.47M
Furniture	0.45M

Insights:

- Office Supplies is the best-performing category

- Technology and Furniture also perform strongly

Business Recommendation:

- Expand Office Supplies inventory

- Promote Technology products to increase sales

7. Sales by Sub-Category

Top-performing sub-categories:

Sub-Category Sales

Sub-Category	Sales
Phones	0.20M
Chairs	0.18M
Binders	0.17M
Storage	0.15M

Insights:

- Phones generate highest revenue

- Chairs and Binders also show strong performance

Business Recommendation:

- Increase marketing for Phones and Chairs

8. Sales by Shipping Mode

Shipping modes include:

Ship Mode	Sales
Standard Class	0.42M
Second Class	0.15M
First Class	0.10M

Ship Mode	Sales
Same Day	0.04M

Insights:

- Standard Class is the most used shipping method

- Same Day shipping is least used

Business Recommendation:

- Optimize Standard Class delivery

- Improve Same Day delivery marketing

9. Monthly Sales Trend Analysis

The dashboard compares sales for:

- 2019

- 2020

Observations:

- Sales increased significantly in 2020

- Highest sales observed in October, November, December

- Lowest sales observed in January and February

Reason:

- Festive season increases demand

10. Monthly Profit Trend Analysis

Profit trends show:

- Profit increased steadily in 2020

- Highest profit observed in November and December

- Some fluctuations during mid-year

11. Geographic Sales Analysis

The map visualization shows sales distribution across states.

Insights:

- Highest sales observed in major metropolitan states

- High concentration in West and East regions

- Lower sales in South region

12. Region-wise Detailed Analysis

West Region

- Highest sales and profit

- Strong demand across categories

- Highest contribution to total revenue

East Region

- Second-highest performing region

- Strong growth potential

Central Region

- Moderate performance

- Opportunity to improve sales

South Region

- Lowest sales

- Requires marketing improvement

13. Overall Business Insights

Key Findings:

1. West region is the strongest performer

2. Office Supplies category generates maximum revenue

3. Phones are the best-selling product

4. Consumer segment contributes most sales

5. COD is the most preferred payment method

6. Standard Class is the most used shipping mode

7. Sales peak during festive months (Oct–Dec)

14. Business Recommendations

Based on the dashboard analysis:

Increase Sales in South Region

- Run regional promotions

- Improve distribution

Promote High Performing Products

- Focus on Phones, Chairs, Office Supplies

Improve Online Payment Adoption

- Offer discounts for online payments

Optimize Shipping

- Improve Same Day delivery services

Focus on High Profit Periods

- Increase marketing before festive season

15. Conclusion

The Superstore Sales Dashboard provides comprehensive insights into sales performance, customer behaviour, and profitability. The business is performing well overall, with strong sales in the West region and Office Supplies category.

By focusing on underperforming regions, improving payment methods, and promoting high-demand products, the company can further increase sales and profitability.