

Superstore Analytics Dashboard Report

Objective

The objective of this project is to create an interactive and insightful visualization dashboard that tells a clear business story using Power BI. The dashboard analyzes sales performance, profitability, and key business metrics from the Superstore dataset, enabling data-driven decision-making.

Tools Used

- **Power BI Desktop**
- **Microsoft Excel (for data source)**
- **DAX (Data Analysis Expressions)** for calculated measures and comparisons

Key Metrics

1. **Profit:** \$136.37K (↑ 51.35% vs Previous Year)
2. **Sales:** \$1.17M (↑ 40.07% vs Previous Year)
3. **Returned Orders:** 11.26% (↓ 5.77% vs Previous Year)

These metrics provide an overview of overall business growth and efficiency improvements.

Dashboard Components

1. Sales vs Previous Year (Trend Analysis)

A line chart compares current and previous year sales over time.

- Highlights consistent growth post-2021.
- Seasonal fluctuations are visible, indicating peak and off-peak periods.

2. Profit by Product Category

A clustered bar chart visualizes profit distribution across product categories and subcategories such as Furniture, Office Supplies, and Technology.

- **Technology** shows the highest profitability (up to \$56K).

- **Furniture** has negative profit in certain items like Tables, indicating cost or pricing issues.

3. Sales by Segment

A donut chart shows how sales are distributed across different market segments:

- **Consumer:** 50.32%
- **Corporate:** 30.77%
- **Home Office:** 18.92%

This helps identify which customer group contributes most to revenue.

Insights & Business Takeaways

- **Overall Growth:** Sales and profit have significantly increased compared to the previous year.
- **Product Focus:** Technology and Office Supplies are top-performing categories; Furniture needs cost optimization.
- **Customer Segments:** Consumer segment drives the majority of revenue; marketing efforts can be targeted here.
- **Returns:** The decline in return percentage indicates better customer satisfaction or improved product quality.

Design Choices

- Minimalistic color palette (green and white) to maintain clarity and focus.
- Used **KPIs and comparison indicators** to highlight performance changes.
- Avoided chart clutter by focusing only on essential visuals for clear storytelling.

Conclusion

The Power BI Superstore Dashboard provides a comprehensive view of sales and profitability trends across multiple dimensions. It supports management in identifying growth opportunities, improving profitability, and making data-backed strategic decisions.

Superstore Analytics Dashboard

Profit		Sales		% of Returned Orders	
\$136.37K		\$1.17M		11.26%	
PY	90.10K	PY	\$835.75K	PY	17.03%
vs PY	51.35%	vs PY	40.07%	vs PY	-5.77%

