Retail Sales Analysis Dashboard – Summary Report

Project Overview
This report summarizes insights from the Retail Sales Analysis Power BI dashboard created using the Superstore dataset. The purpose of this project is to identify sales patterns, profitable segments, customer behavior, and regional performance.

Key Insights
• Technology category generates the highest sales and profit.
• West region shows the strongest performance overall.
• High discount levels significantly reduce profit margins.
• Top 10 customers contribute a substantial percentage of revenue.
• Furniture category has high sales but low profitability.
• Standard class shipping is the most frequently used ship mode.

KPIs Included
• Total Sales
• Total Profit
• Profit Ratio
• Average Order Value (AOV)
• Total Orders

Dashboard Features
• Sales Trend Line Chart
• Profit by Category & Sub-category
• Regional Sales Map Visualization
• Top 10 Products by Sales
• Customer Segmentation & Segment-wise Analytics
• Interactive Slicers: Year, Region, Category, Segment

Tools Used
• Power BI Desktop
• Power Query
• DAX (Data Analysis Expressions)
• ReportLab (for summary PDF)

Conclusion
The dashboard provides valuable insights into sales performance, customer trends, and regional distribution. These insights help businesses improve decision-making related to inventory, pricing, marketing, and profitability.