

>About This Report:

This Power BI project provides a comprehensive analysis of retail sales performance. The report includes insights on product categories, customer behavior, regional performance, and key financial metrics like total sales, profit, and year-over-year growth.

>Tools & Technologies Used:

- Power BI
- DAX (Data Analysis Expressions)
- Power Query
- Data Modeling
- Custom Tooltips, Bookmarks, Drill through

>Dataset:

- Source: Kaggle – Global Superstore Sales Dataset
- Rows: ~10,000+ transactions
- Covers: Orders, Customers, Products, Regions, Time

>Developed By:

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Home

Click this button to go to Home dashboard



Sales Executive Summary

5009

Total Orders

\$2.3M

Total sales

\$286.4K

Total Profit

12.47%

Profit Margin

458.61

Average Order Value

Year

Year

2014

2017



Category

Furniture

Office Supplies

Technology

Segment

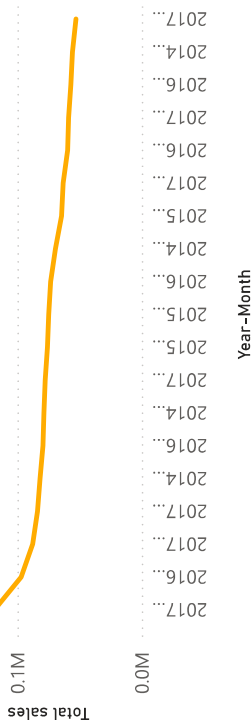
☐ Consumer

☐ Corporate

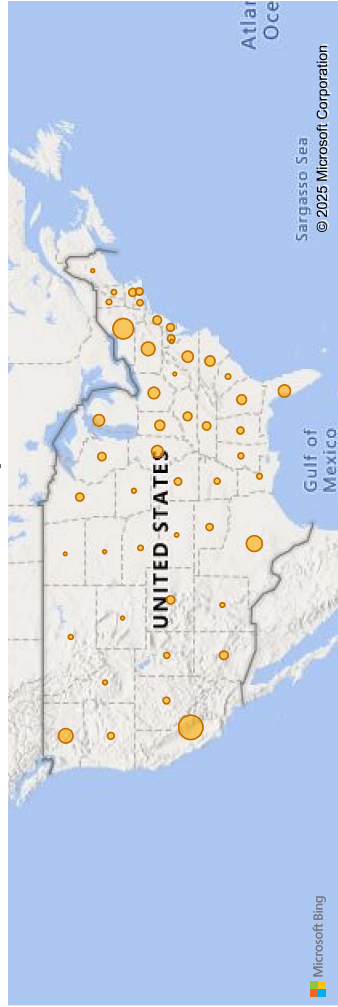
☐ Home Office

Remove
Filters

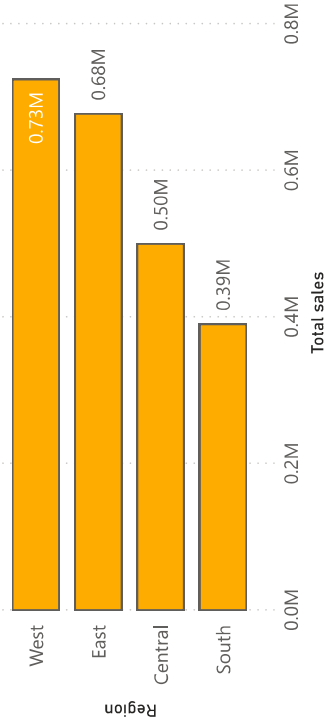
Total sales by Year-Month



Total sales by State



Total sales by Region



Sales - Product Insight

Sub-Category

All

Year

2014

2017

Segment

☐ Consumer

☐ Corporate

☐ Home Office

\$2.3M

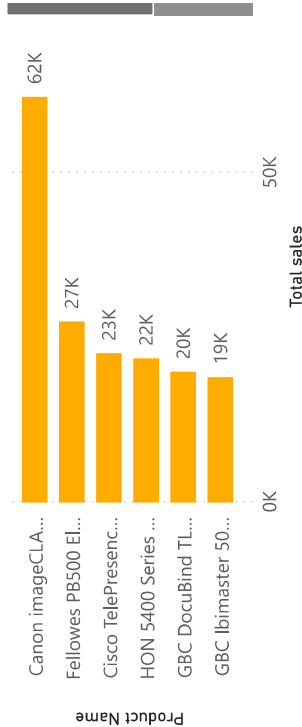
Total sales

Sales Distribution by Sub-Category

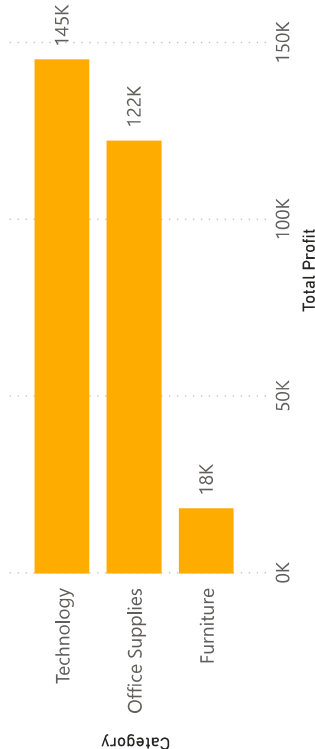


Category	Total sales	Total Profit
Technology	836,154.03	145,454.95
Office Supplies	719,047.03	122,490.80
Furniture	741,999.80	18,451.27
Total	2,297,200.86	286,397.02

Total sales by Product Name



Total Profit by Category



Sales - Customer Analysis

Segment

- ☐ Consumer
- ☐ Corporate
- ☐ Home Office

Customer Name

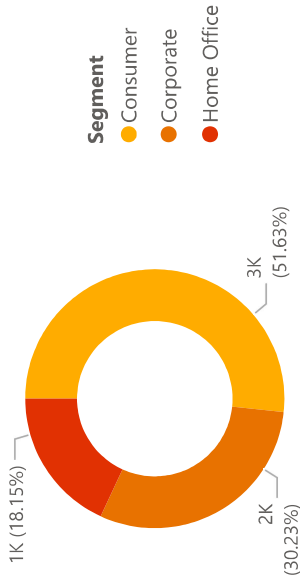
Region

- ☐ Central
- ☐ East
- ☐ South
- ☐ West

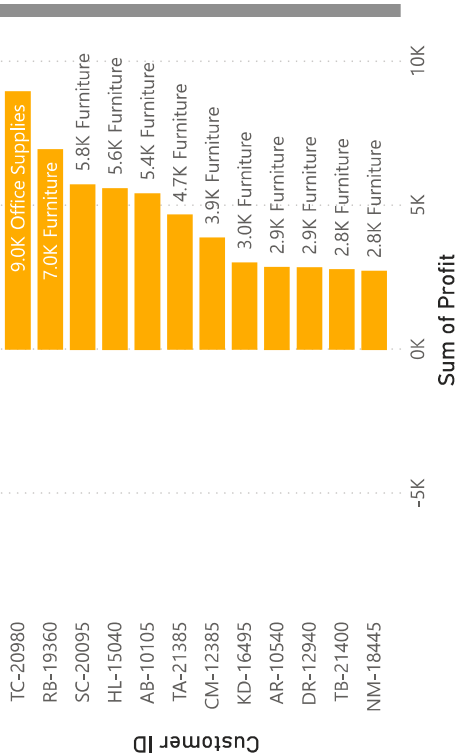
Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

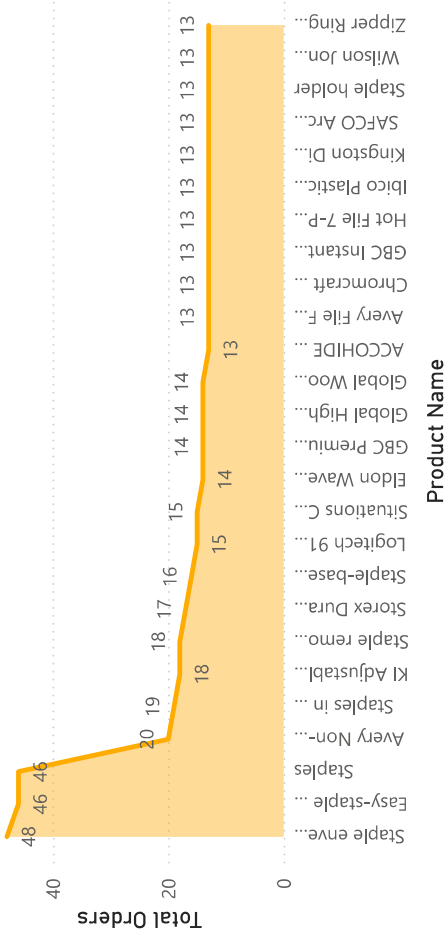
Order Count by Segment



Sum of Profit by Customer ID



Total Orders by Product Name



57.18

Profit per Order

2.90K

Customer_Lifetime_Value

0.47

YOY_Sales_Growth_Tooltip

Customer details

0.00M 5 966.71

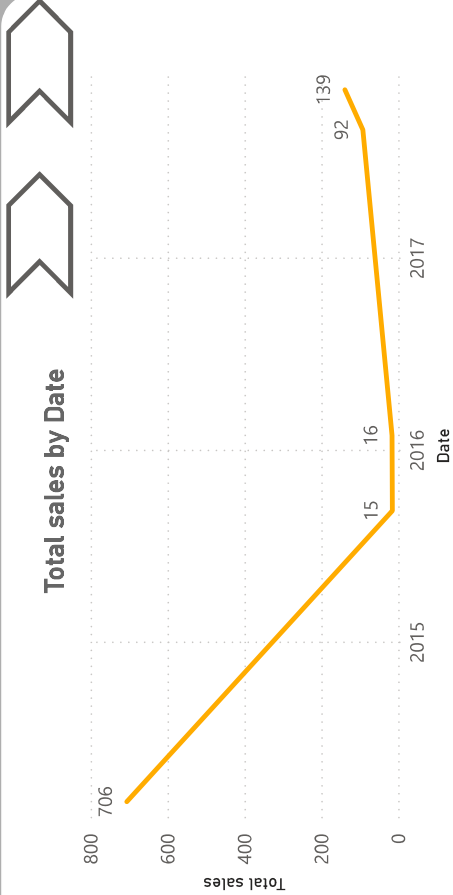
Total sales Order Count Customer_Lifetime_Value

Aimee Bixby 313.66

Total Profit

First Customer Name

View Bar Chart View Line Chart



Order Breakdown Tbale

Order ID	OrderDate	Product Name	Profit per Order	Sum of Quantity	Total Profit
CA-2014-169061	Wednesday, March 05, 2014	Logitech Wireless Gaming Headset G930	177.59	3	177.59
CA-2014-169061	Wednesday, March 05, 2014	Xerox 1891	45.98	2	45.98
CA-2017-120761	Monday, September 04, 2017	Verbatim 25 GB 6x Blu-ray Single Layer Recordable Disc, 25/Pack	39.54	4	39.54
CA-2014-169061	Wednesday, March 05, 2014	GBC Wire Binding Combs	16.75	6	16.75
CA-2014-169061	Wednesday, March 05, 2014	Newell 345	15.48	3	15.48
CA-2017-158876	Sunday, November 19, 2017	Boston School Pro Electric Pencil Sharpener, 1670	8.67	4	8.67
CA-2015-168186	Thursday, September 10, 2015	Xerox 1952	7.02	3	7.02
CA-2016-147970	Sunday, January 31, 2016	Xerox 1994	5.44	3	5.44
CA-2014-169061	Wednesday, March 05, 2014	Acme Forged Steel Scissors with Black Enamel Handles	5.40	2	5.40
CA-2017-158876	Sunday, November 19, 2017	Xerox 1901	5.28	4	5.28
CA-2017-158876	Sunday, November 19, 2017	Acme Elite Stainless Steel Scissors	0.50	1	0.50
Total			62.73	37	313.66