

# Store Sales Dashboard

## Project Overview

The Store Sales Dashboard is a comprehensive business intelligence solution that analyzes retail sales performance across various dimensions such as product categories, customer segments, and regional markets. This interactive dashboard provides actionable insights to optimize decision-making for business growth and operational efficiency.

## Objective

To develop a data-driven dashboard that helps businesses understand sales trends, customer preferences, and profitability while improving logistics and payment processing efficiency.

## Key Performance Indicators (KPIs)

- Total Sales: \$2M
- Total Orders: 22K
- Total Profit: \$175K
- Average Shipping Days: 4

## Dashboard Components & Insights

### ➤ Sales Analysis

Sales by Category: Office Supplies (\$0.64M), Technology (\$0.47M), and Furniture (\$0.45M).

Sales by Sub-Category: Top-performing products include Phones, Chairs, and Binders.

Sales Trends by Month: Revenue fluctuations over 2019 and 2020 detect seasonal patterns.

### ➤ Profitability Insights

Profit by Month: Tracks monthly profit trends to optimize pricing strategies.

Profit & Sales by State: Compares sales and profit distribution geographically.

### ➤ **Customer Segmentation & Behavior**

Sales by Segment: Consumers, Corporate, and Home Office.

Sales by Region: West, East, Central, South.

### ➤ **Order & Shipping Efficiency**

Sales by Ship Mode: Standard, Second Class, First Class, Same Day.

Sales by Payment Mode: COD, Online, and Card payments.

## **Technical Implementation**

### ➤ **Data Processing & Cleaning**

Dataset: Superstore Sales Dataset (5,901 records, 23 columns).

Data Cleaning:

Handled missing values in the Returns column.

Converted date formats for accurate time-based analysis.

Standardized product categories for consistency.

### ➤ **Tools & Technologies Used**

Power BI: Data visualization, dashboard creation.

DAX (Data Analysis Expressions): Custom measures for profit margin, YoY growth.

SQL (if used): Extracted and transformed sales data.

### ➤ **Business Impact & Decision-Making Insights**

Identified top-performing products for inventory management.

Optimized shipping strategies by analyzing delivery modes.

Refined customer segmentation for targeted marketing campaigns.

Improved profitability tracking by providing monthly insights.