1. Project Title

Superstore Sales Performance & Profitability Dashboard

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2. Business Context

The Superstore dataset contains detailed sales, customer, product, and regional data across the US.
 The business wants a clear, real-time understanding of:

- How sales are performing across categories, regions, and customer segments
- Which products and customers drive profitability
- How discounts impact sales and margins

Stakeholders currently rely on Excel files and manual reports, which leads to slow insights and inconsistent numbers.

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3. Project Objectives

This Power BI project aims to:

1. Build an interactive, automated dashboard for Sales, Profit, and Customer analytics.
2. Identify top-performing regions, products, and customer segments.
3. Analyze trends, seasonality, and discount impacts.
4. Provide stakeholders with a single source of truth (SSOT).
5. Produce insights that lead to actionable business recommendations

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4. Project Scope

In Scope
- Creation of a **multi-page Power BI report** with:
    - Executive Summary Page
    - Sales & Profit Analysis Page
    - Customer & Product Analysis Page

- Development of key DAX measures:
  - Total Sales
  - Total Profit
  - Profit Margin %
  - Discount Impact
  - Average Order Value
  - Order Count
  - Top Costumer Sales
  - Top Customer Contribution
  - Top Product Sales
  - Top Product Contribution

- Data modeling using:
  - ✔ 1 Fact Table
  - ✔ 3 Dimension Tables

  (DimDate, DimProduct, DimCustomer)

- UI Enhancements:

  - Bookmarks
  - Tooltips
  - Navigation buttons
  - Slicers
  - Conditional formatting

5. Out of Scope

- Forecasting future sales (unless added later)

- Real-time or API-based data refresh

- Predictive customer segmentation

- Inventory or supply chain optimization

6. Key Stakeholders

- **Sales Manager** – wants sales trends, targets, customer performance

- **Finance Team** – profit, discount impact, margin visibility

- **Category/Product Manager** – product trends, category performance

- **Executive Leadership** – KPI summary, high-level insights

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7. Business Questions to Answer

Sales Performance

- What are the total sales, profit, and order volume over time?

- Which months/quarters show peak or low performance?

- Which regions/states contribute most to sales?

Product Performance

- Which categories and sub-categories drive revenue?

- Which products are the most profitable or loss-making?

Customer Insights

- Which customer segments purchase the most?

- Who are the top 20 customers by revenue or profit?

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8. KPIs (Key Performance Indicators)

Primary KPIs

- **Total Sales**

- **Total Profit**

- **Profit Margin (%)**

- **Total Orders (Distinct Order IDs)**

- **Average Order Value (AOV)**

- **Quantity Sold**

Secondary KPIs

- **Top 10 Products by Sales**

- **Top Regions by Profit**

- **Sales by Segment (Consumer, Corporate, Home Office)**

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9. Data Sources

- **File:** Superstore.xlsx

- **Sheet:** Sample - Superstore

- **Rows:** 9,994

- **Columns:** 21

- Fully structured transactional data: order details, customer info, product details, geography.

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10. High-Level Requirements

- Build interactive dashboards with filter capabilities (Region, Category, Segment, Date).

- Enable comparison across product categories and customer segments.

- Include advanced insights: profit anomalies, top contributors.

- Exportable insights for leadership reports.

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11. Success Criteria

The project is successful if:

- Dashboards load within 5 seconds

- All business questions are answered visually

- Users can filter data easily without breaking visuals

- Profitability and sales insights are actionable

- Documentation (BRD, FRD, Data Model, Analysis Report) is complete and clear

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12. Risks & Assumptions

Risks

- Incorrect date formats may affect trend analysis

- High discount values could distort profit visuals

- Postal Code as numeric may cause data quality issues

Assumptions

- All dataset fields are accurate and complete

- No additional external data sources needed

- Stakeholders can access Power BI Service

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13. Deliverables

- Business Requirements Document (BRD)

- Functional Requirements Document (FRD)

- Dataset Assessment Report

- Star Schema Data Model

- Dashboard Wireframe Mockups

- Power BI Dashboard (.pbix)

- Final Insights Report