TASK 2 – Data Visualization & Storytelling (Power BI)

📌 **Task Objective**

The objective of this task is to create meaningful and interactive data visualizations using Power BI and use them to communicate business insights in the form of data storytelling. The dataset used for this analysis is the Superstore sales dataset.

🛠 **Tools Used**

Power BI Desktop

Superstore Sales Dataset

📁 **Dataset Overview**

The Superstore dataset includes historical sales transactions from a retail store. The key fields include:

Order Date, Sales, Profit, Region

Category, Sub-Category, Product Name

📊 **Dashboard Visuals Created**

The following six visuals were created in Power BI to derive insights:

1.KPI Card – Showing Total Sales

2. Line Chart – Sum of Sales by Year

3. Bar Chart – Sales by Region

4. Pie Chart – Sales and Profit by Category

5. Bar Chart – Sales by Sub-Category

6. Scatter Plot – Sales vs Profit by Product Name

🧠 **Storytelling Summary**

📊 **Executive Summary:**

This dashboard analyzes sales and profit trends across regions, categories, sub-categories, and time periods. It uncovers high-performing and underperforming areas to support data-driven decision-making.

✅ **Key Insights:**

Technology is the most profitable category

Phones and Chairs are the top-selling sub-categories

2016 saw a drop in sales compared to previous years

Some products have high sales but very low or negative profits

📌 **Recommendations:**

Promote high-margin products (e.g., Phones, Accessories)

Investigate losses in categories like Tables and Bookcases

Focus marketing efforts on the West and East regions

Analyze reasons for the sales dip in 2016

📷 Power BI Dashboard Screenshot