

SUPER STORE MARKET DASHBOARD

OBJECTIVE: - To contribute to the success of the business by leveraging data analysis techniques, specifically focusing on **time series analysis**, to provide actionable insights and accurate **sales forecasts**. By identifying key trends, seasonality, and influencing factors within the sales data, the goal is to enhance decision-making processes, optimize inventory management, improve sales strategies, and support long-term business growth.

DESCRIPTION: - The objective can be broken down into the following detailed components:

1. **Dashboard Creation:** Identify the KPI's, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity.
2. **Data Analysis:** Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts.
3. **Sales Forecasting:** Leverage historic data and apply time series analysis to generate sales forecasts for next 15 days
4. **Actionable Insights and Recommendations:** End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarket's goals for growth, efficiency, and customer satisfaction.
5. **Technology:** - Creating a dashboard in Power BI involves data preparation, model building, visualization, interactivity, and collaboration. With its powerful features and user-friendly interface, Power BI helps organizations turn raw data into actionable insights, enabling effective decision-making.

INSIGHTS: - Created a dashboard compare to both year the dataset and deliver useful insights.

1. Using DAX & aggregate formula to calculate total sales, quantity, profit, average delivery dates.
2. Using line chart to differentiate month by month both year profit and also total month sales.
3. Using slicer to show data particular region wise.
4. Using Bar-chart to specify individual category sales and sub-category sales and also ship mode.
5. Using donut chart to categorized sales by segment and also sales by payment mode.
6. Using Map chart to display sales by state.

CONCLUSION: - Incorporated data analysis techniques, specializing in **time series analysis**, to deliver valuable **insights**, accurate **sales forecasting**, and **interactive dashboard** creation, driving business success. Try to make this dashboard is user-friendly by organizing the layout, ensuring readability, and maintaining a clean, uncluttered design.