SuperStore Sales Dashboard

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Tool: Power BI

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Objective

- To create an interactive sales dashboard for business stakeholders that provides a comprehensive overview of performance using KPIs, trends, and regional analysis.

Dataset Overview

- Dataset Source: Kaggle – Superstore Sales Dataset
- Time Period: 2011–2014
- Key Columns:
- - Order Date, Ship Date
- - Sales, Profit, Quantity
- - Segment, Region, Category, Sub-Category

KPIs Selected

- Key Performance Indicators (KPIs):
- ✅ Total Sales
- ✅ Total Profit
- ✅ Total Quantity Sold
- ✅ Monthly Sales Trend
- ✅ Top Performing Sub-Categories
- ✅ Regional & Segment-wise Sales Distribution

Dashboard Features

- Dashboard Highlights:

- - Interactive Filters: Year filter for dynamic analysis

- - Time-Series Chart: Sales trend over months

- - Geo Map: Sales by city with visual markers

- - Category Analysis: Sub-category bar chart, Category donut

- - Segment Analysis: Tree map for quick comparison

- - KPI Cards: Clean summary with high-level metrics

Insights Extracted

- Key Business Insights:
- 📈 December had the highest sales (~97K)
- 📦 Phones and Tables are top-selling sub-categories
- 🏙️ West region and Consumer segment lead in revenue
- 🟩 Consistent growth seen across Q4
- 📊 High concentration of sales from limited sub-categories

Conclusion / Next Steps

- ✅ Dashboard provides fast, actionable business insights
- ➕ Future Enhancements:
- - Add YOY/MOM % growth KPIs
- - Create drill-through pages for deeper insights
- - Integrate with real-time data sources

- 🧠 Enables data-driven decisions for product, marketing, and regional strategies