ELEVATE LABS
TASK 2
Superstore Sales Dashboard

Data Visualization & Storytelling Project
Using Power BI

PREPARED BY : APARNA SHRIVASTAVA

Segment: All

Consumer | Corporate | Home Office

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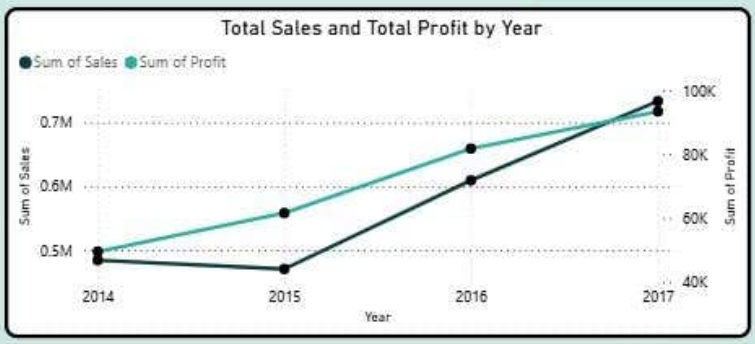
State
All

City
All

Region
All

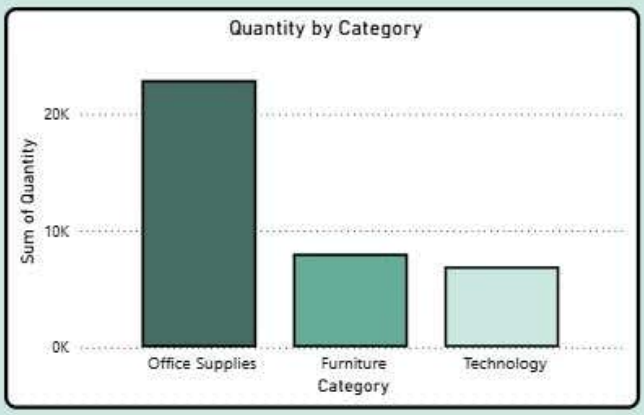
Category
All

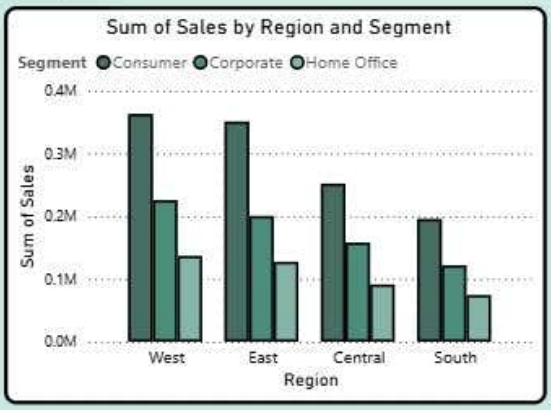
Sub-Category
All



Ship Mode: All

First Class | Second Class | Same Day | Standard Class





Segment: All

Consumer | Corporate | Home Office

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State
All

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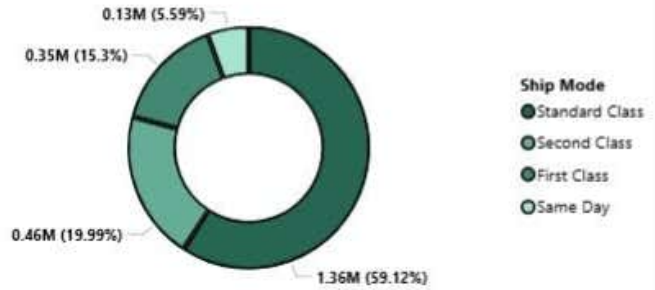
All

Category
All

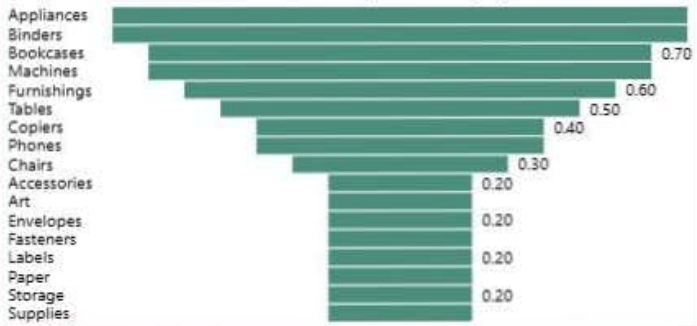
Sub-Category
All

Sum of Sales by Ship Mode



Region	No of Customer	Sum of Sales	Discount	Profit
West	686	725,457.82	350.20	108,418.45
East	674	678,781.24	414.00	91,522.78
South	512	391,721.91	238.55	46,749.43
Central	629	501,239.89	558.34	39,706.36
Total	**793**	**2,297,200.86**	**1,561.09**	**286,397.02**

Max of Discount by Sub-Category



Sum of Sales and Sum of Profit by Product Name

Segment: All
Consumer
Corporate
Home Office
PAGE 1
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REPORT
Sales Report
State
All
City
All
Region
All
Category
All
Sub-Category
All
793
Total Customer
38K
Total Quantity
2.30M
Total Sale
286.40K
Total Profit
Actual Sale and Targeted Sale
1M
2.30M
0.00M
4.59M
Actual profit and Target
150K
286.40K
0.00K
572.79K

SUMMARY

> **Significant Year-over-Year Growth** : Our sales have shown a remarkable 46.90% increase compared to the previous year, indicating robust performance and effective strategies.

> **Peak Season Performance** : December and November consistently emerge as our top sales months, driven by holiday shopping demand, underscoring the importance of Q4 planning.

> **Geographic Dominance & Opportunities** : California and New York lead in sales, while Virginia and North Dakota present untapped potential. The West region consistently outperforms others.

> **Consumer Segment Leads** : The Consumer segment remains our strongest contributor to sales, outperforming Corporate and Home Office segments significantly.

> **Technology Category & Brand Strength** : Technology products are our top sellers, with Canon and Fellowes identified as the leading revenue-generating brands.