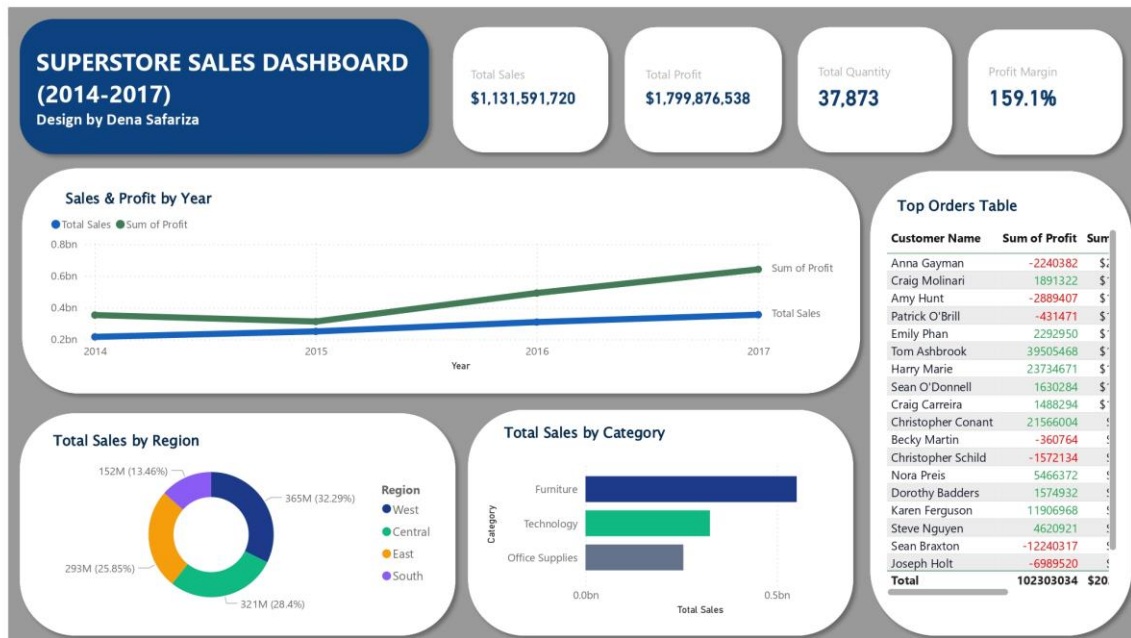# Data Analytics Portfolio – Dena Safariza

Project Title: Superstore Sales Dashboard (2014–2017)
Tools: Microsoft Power BI
Dataset: Superstore Sales Dataset

Key Insights

- **Total Sales:** USD 1.13B across 2014–2017, showing a steady upward trend.
- **Total Profit:** USD 1.79B with positive growth, though some customers/orders still show negative profit margins. Quantity Sold: 37,873 items, indicating high transaction activity.
- **Profit Margin:** 159.1%, suggesting strong efficiency overall.
- **Regional Analysis:** West contributes the largest sales share (32.3%), followed by East (28.4%) and Central (25.9%).
- **Category Analysis:** Furniture dominates sales, followed by Technology and Office Supplies.
- **Top Orders:** The customer-level view shows variation, with some high-value negative profit transactions worth investigating.

Skills Demonstrated

✓ Data Cleaning & Transformation
✓ KPI & Metric Building (Sales, Profit, Quantity, Profit Margin)
✓ Interactive Dashboard Design (cards, line chart, donut chart, bar chart)
✓ Data Storytelling for Business Decision

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