**TASK2 REPORT (Data Analyst/ELEVATE LABS)**

**Sales Data Analysis using Power BI**  
**Tool Used:** Microsoft Power BI Desktop  
**Dataset:** Superstore-style dataset containing order-level sales data

**Data Fields Used**

* **Date & Order Info:** Order Date, Ship Date, Order ID
* **Customer Info:** Customer ID, Customer Name, Segment, Region, City, State
* **Profit Info:** Order Date, Region
* **Product Sales Info:** Product ID, Product Name, Category, Sub-Category
* **Sales Metrics:** Sales, Category, Sub-Category, Quantity, Discount, Profit

**Visualizations Created**

1. **Sales by Category and Sub-Category**

* **Type:** Clustered Column Chart
* **Fields:** Category, Sub-Category

1. **Top 10 Products by Sales**

* **Type:** Clustered Bar Chart
* **Fields:** Product Name, Sales

1. **Sum of Sales by States**

* **Type:** Clustered Bar Chart
* **Fields:** Sales, States, Quantity

1. **Sales by Ship Modes**

* **Type:** Donut Chart
* **Fields:** Sales, Ship Mode

1. **Profit by Region**

* **Type:** Clustered Column Chart
* **Fields:** Region, Profit

1. **Profit and Sales by Date**

* **Type:** Line Chart
* **Fields:** Profit, Order Date, Sales

1. **Sum of Profit by Category and Sub-Category**

* **Type:** Matrix
* **Fields:** Category, Sub-Category, Profit

**Conclusion:** The Power BI dashboard effectively showcases key performance metrics for the business.

**Dashboard Screenshot**A screenshot of a computer

AI-generated content may be incorrect.