**Superstore Sales Analysis**

* **Designed an interactive Power BI dashboard analysing four years of Superstore Sales data across all U.S. states, segmented by region (West, Central, South, East), State and City.**
* **Developed a data model to capture metrics like Order Volume, Sales, Profit, Discount Rates and Returned Orders across various product categories and subcategories.**
* **Built advanced DAX measures to evaluate sales trends, profit trends, and regional performance, highlighting top-performing states and cities.**
* **Incorporated dynamic visuals with drill-through capabilities, enabling stakeholders to explore regional insights, assess product profitability, and optimize discount strategies.**

**Sales Insights**

1. **Key Performance Indicators (KPIs) for the Superstore over a 4-year period (2020-2023) are as follows:**

* **Total Sales: $2.3M**
* **Total Profit: $286.4K**
* **Total Orders: 5,009**
* **Percentage of Returned Orders: 5.91%**
* **Total Customers: 793**

1. **Among all states, California and New York contribute the most to total sales, accounting for 19.92% and 13.5%, respectively. Sales in California amount to $457K, while New York generates $310K.**
2. **The least profitable states are Texas and Illinois, with losses of $25K and $12K, respectively.**
3. **The most profitable subcategory is Copiers, with $150K in sales and a profit of $56K. In contrast, the least profitable subcategory is Tables, with $207K in sales but a loss of $18K.**
4. **In 2023, total sales increased by 20%, and profit rose by 14% compared to 2022. However, in Q2 of 2023, sales decreased by 1.7%, and profit declined by 5.44% compared to Q2 of 2022.**
5. **In Q2 of 2023, sales and profit in April and May decreased compared to 2022, while June saw an increase.**
6. **Louisville, Colorado, registered a loss of $3,577 in Q2 of 2023. Despite a 70% discount on the Lexmark Laser Printer, it still incurred a loss of $3,399.**
7. **In Q2 of 2023, both Texas and Illinois registered losses, with Texas at $768 and Illinois at $742**