Data Analyst Internship - Task 2

Power BI Style Visualization Report
(Superstore-like dataset)

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Key Performance Indicators (KPIs)
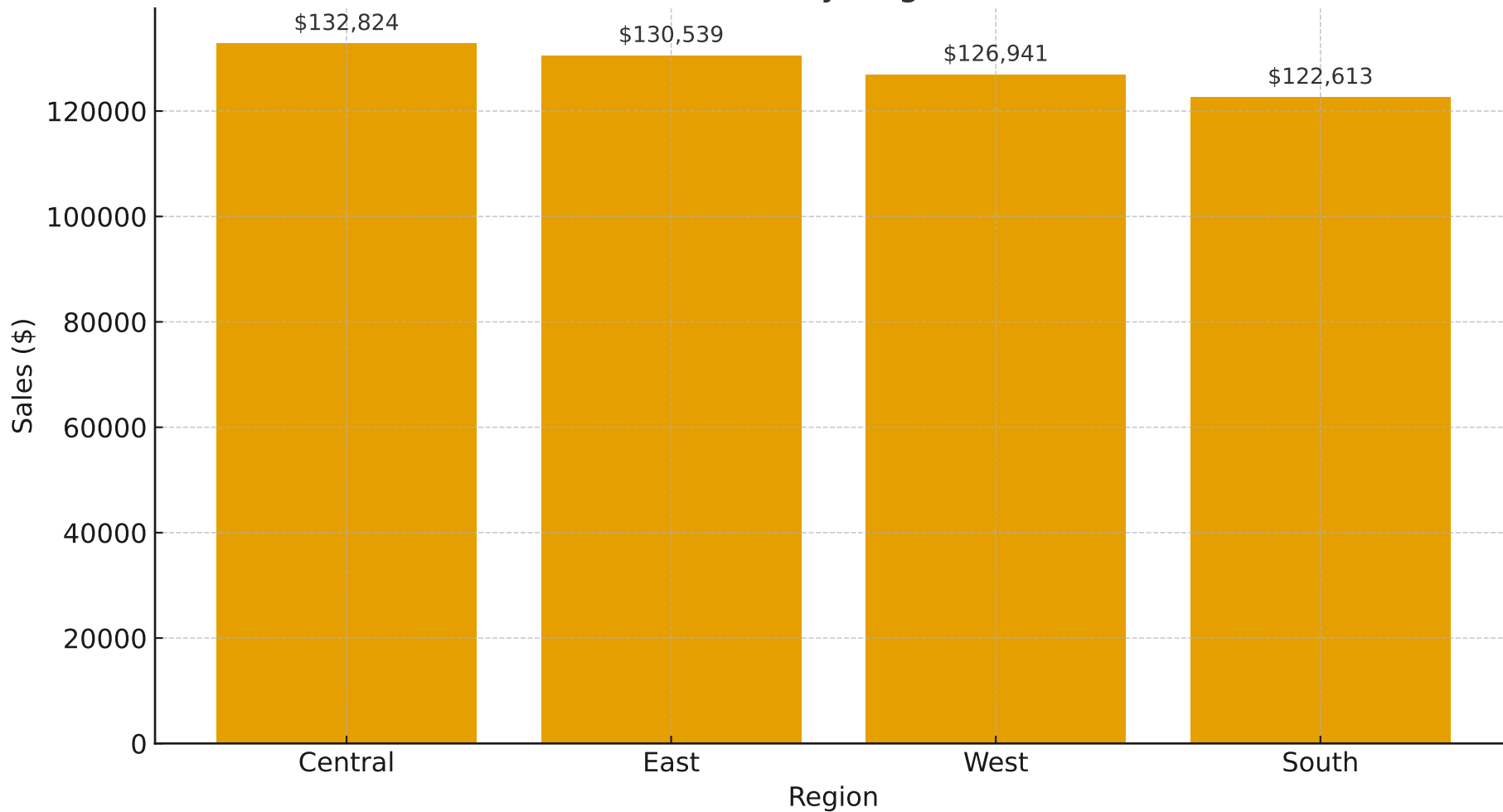
Total Sales: $512,917.34

Total Profit: $74,257.60
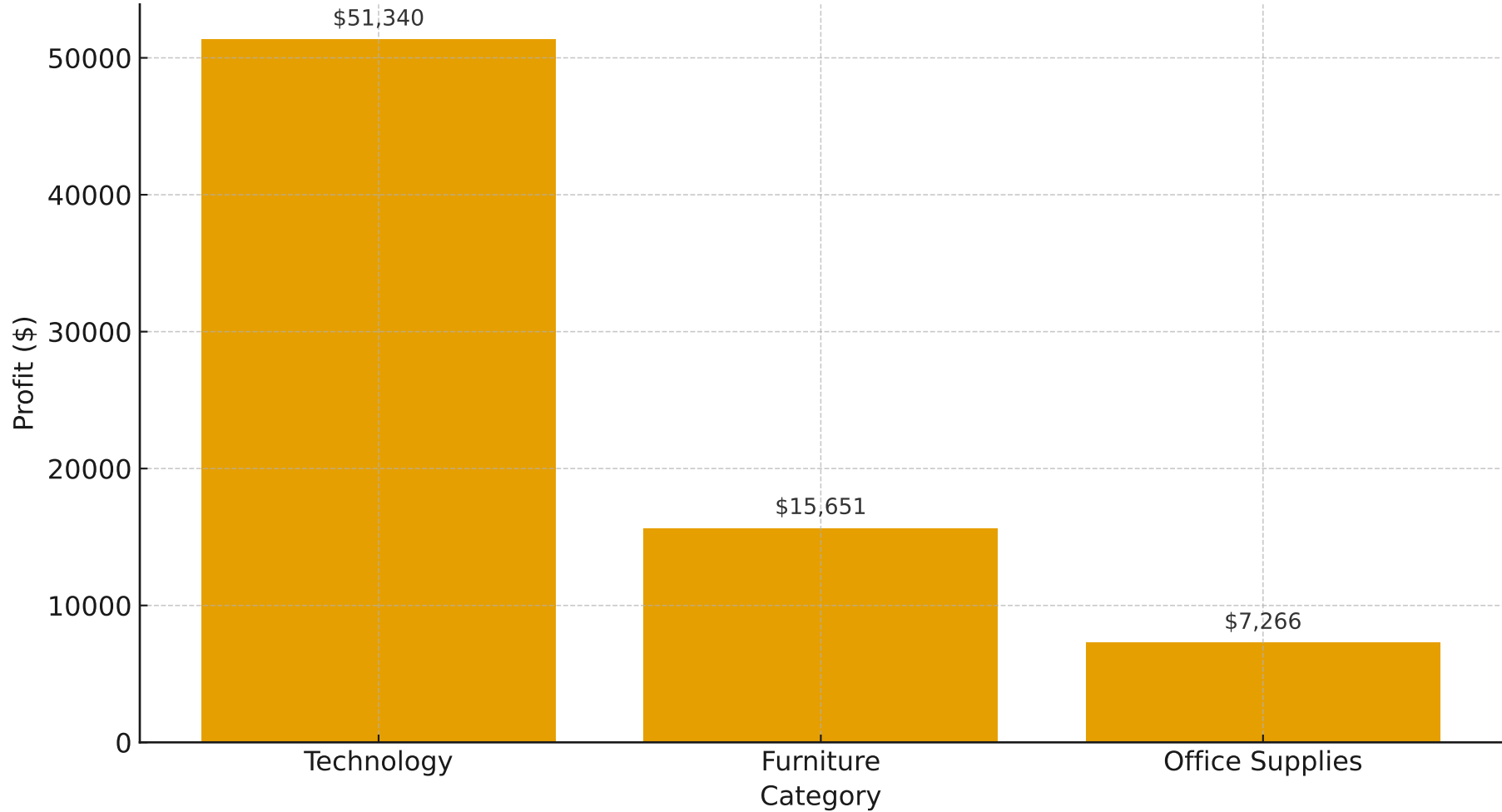
Total Orders: 1000

Average Order Value: $512.92

Insights:
- Focus on improving margins in Furniture category.
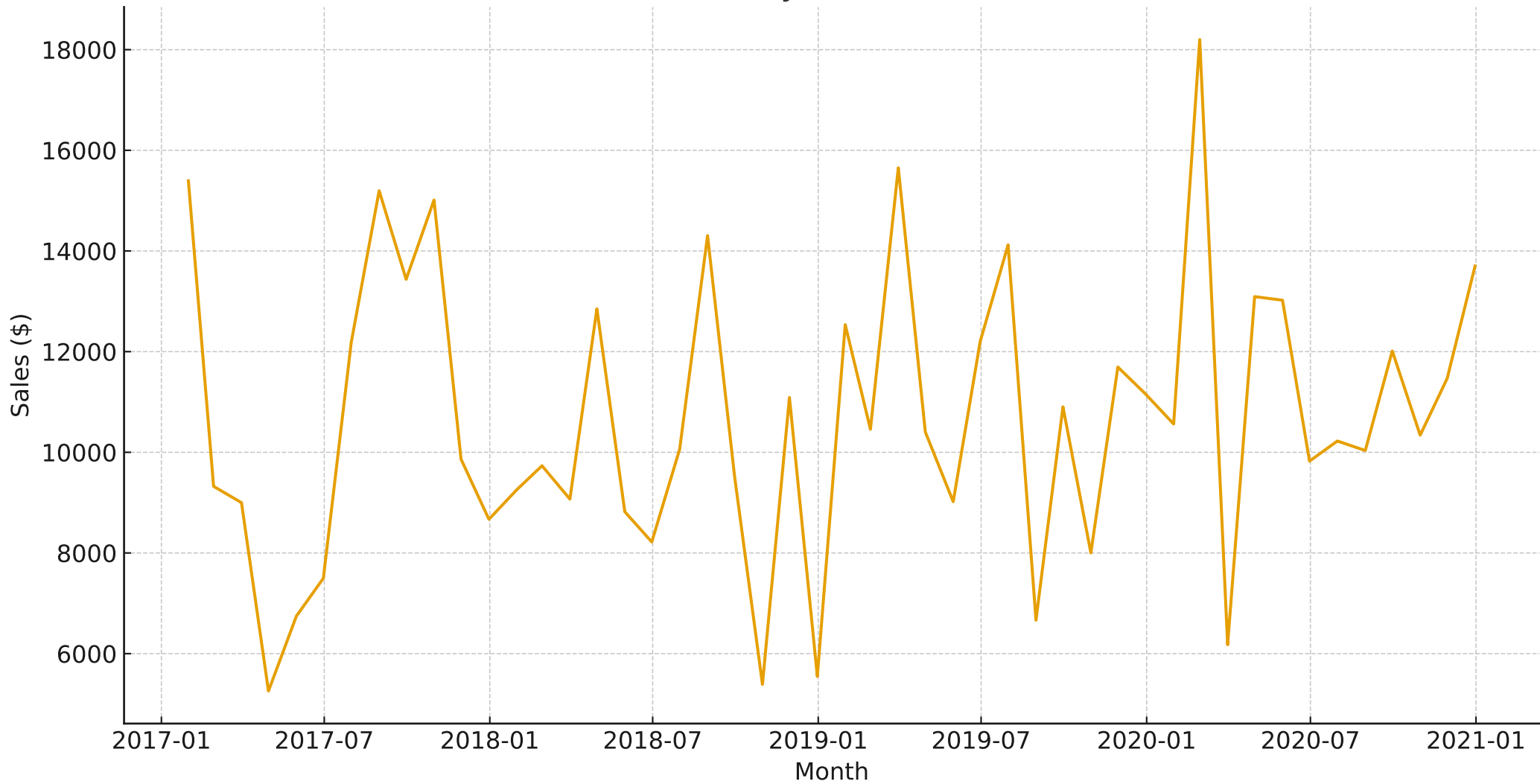- Consider promotions in lower-performing regions.

Sales by Region

A bar chart titled "Sales by Region" showing Sales ($) on the y-axis and Region on the x-axis.

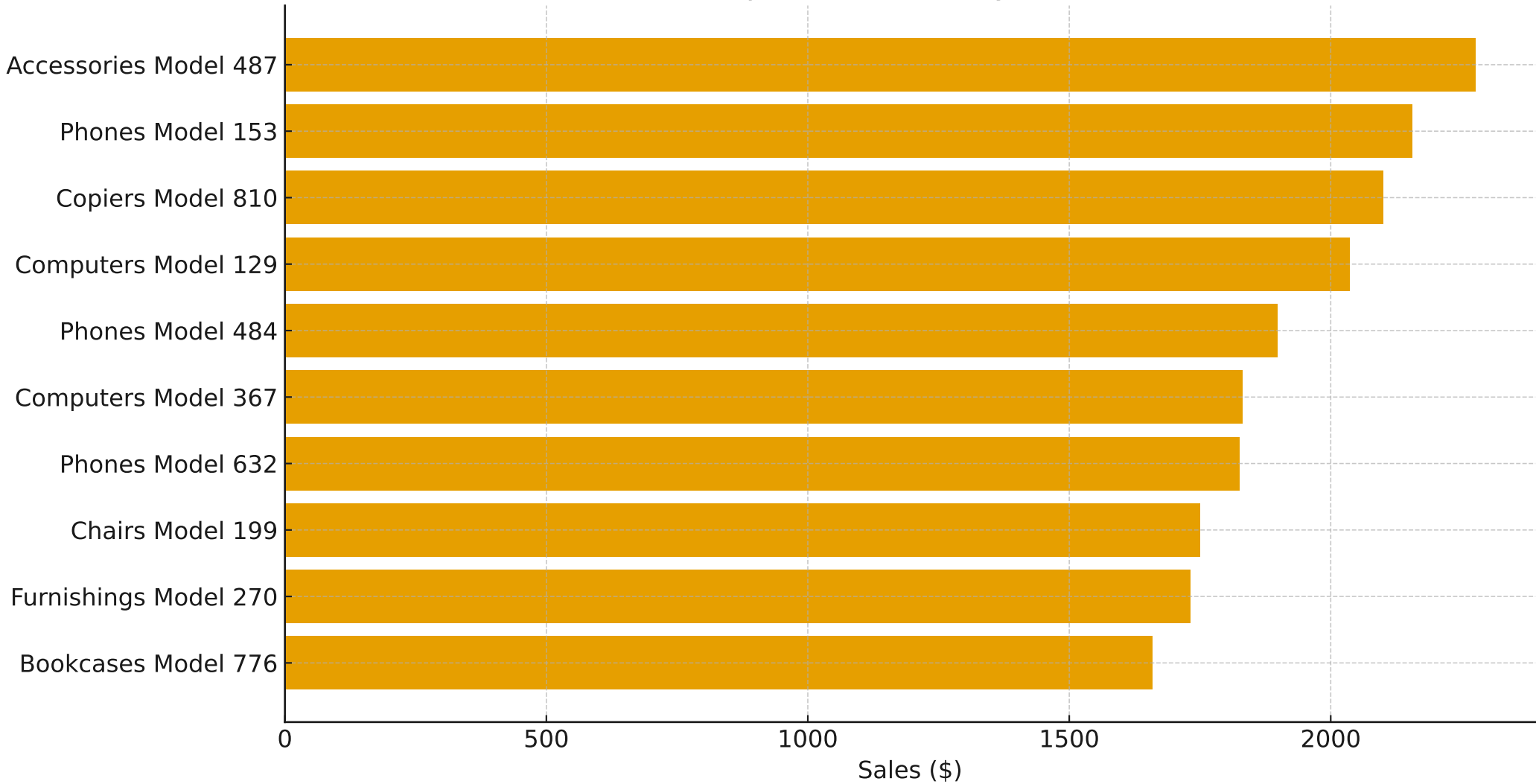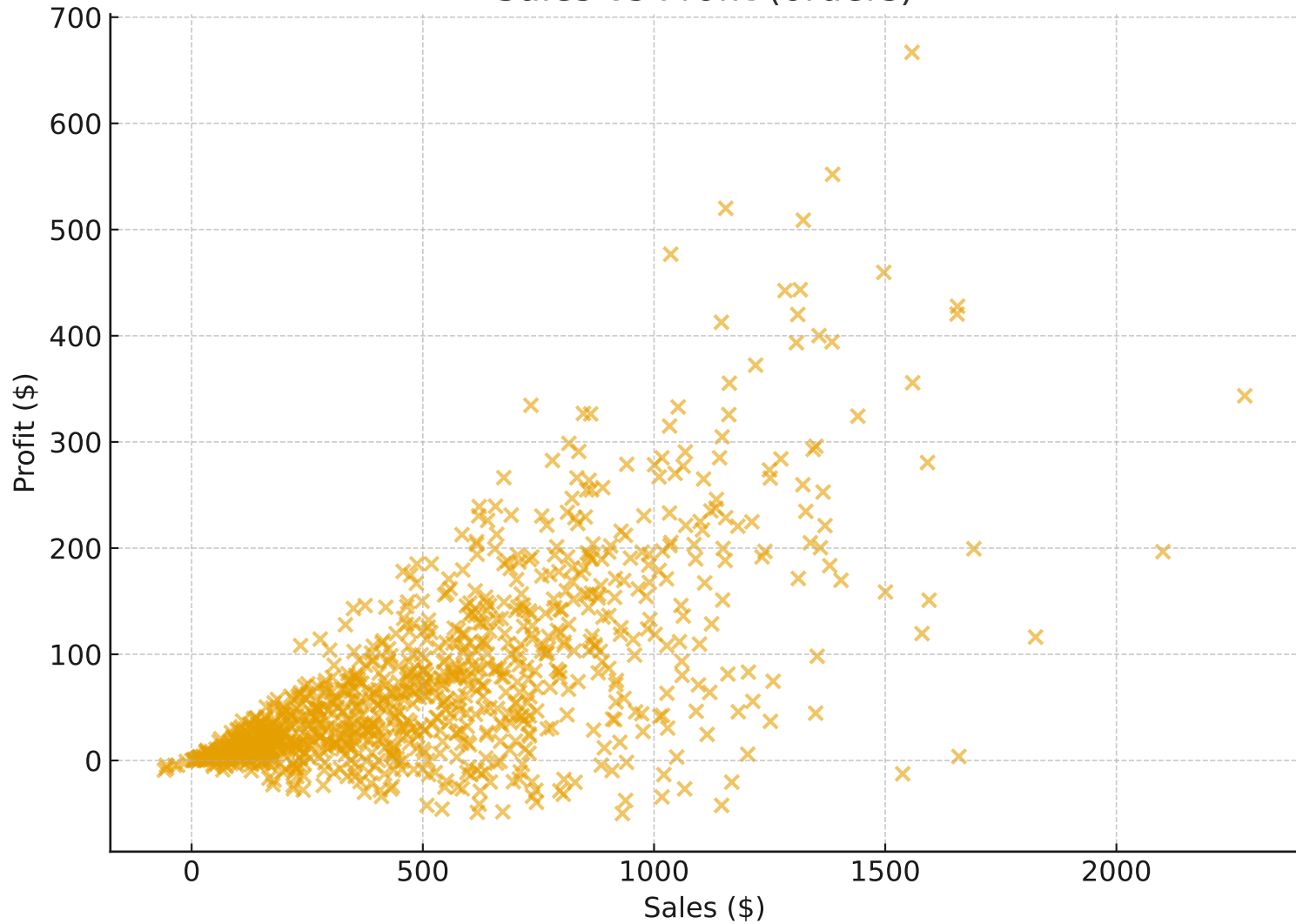| Region	Sales ($)
Central	$132,824
East	$130,539
West	$126,941
South	$122,613

Profit by Category

Monthly Sales Trend

Top 10 Products by Sales

Sales vs Profit (orders)

Executive Summary & Recommendations

- West & East regions drive majority of sales; consider targeted campaigns for Central and South.
- Technology category has stronger margins; evaluate pricing and inventory for Furniture.
- Monthly trend shows seasonality with peaks toward year-end; plan promotions ahead of peak months.
- Top products contribute disproportionately to revenue; ensure stock and bundle opportunities.
- Monitor orders with high discounts, as they reduce profitability.

Files included for submission:
- superstore_synthetic.csv
- PowerBI_style_Report_Superstore.pdf
- README_Gunasri.md