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Super Store Sales Analysis Dashboard using Power BI



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Introduction

The Superstore Sales Analysis Dashboard offers a **comprehensive overview** of sales performance across various dimensions. It highlights key metrics such as total sales, quantity sold, profit, and average delivery time. The dashboard also provides detailed insights into sales distribution by state, customer segments, payment modes, and shipping methods. Additionally, it includes year-over-year comparisons of monthly sales and profit trends for 2019 and 2020, as well as a breakdown of sales by product categories and sub-categories.

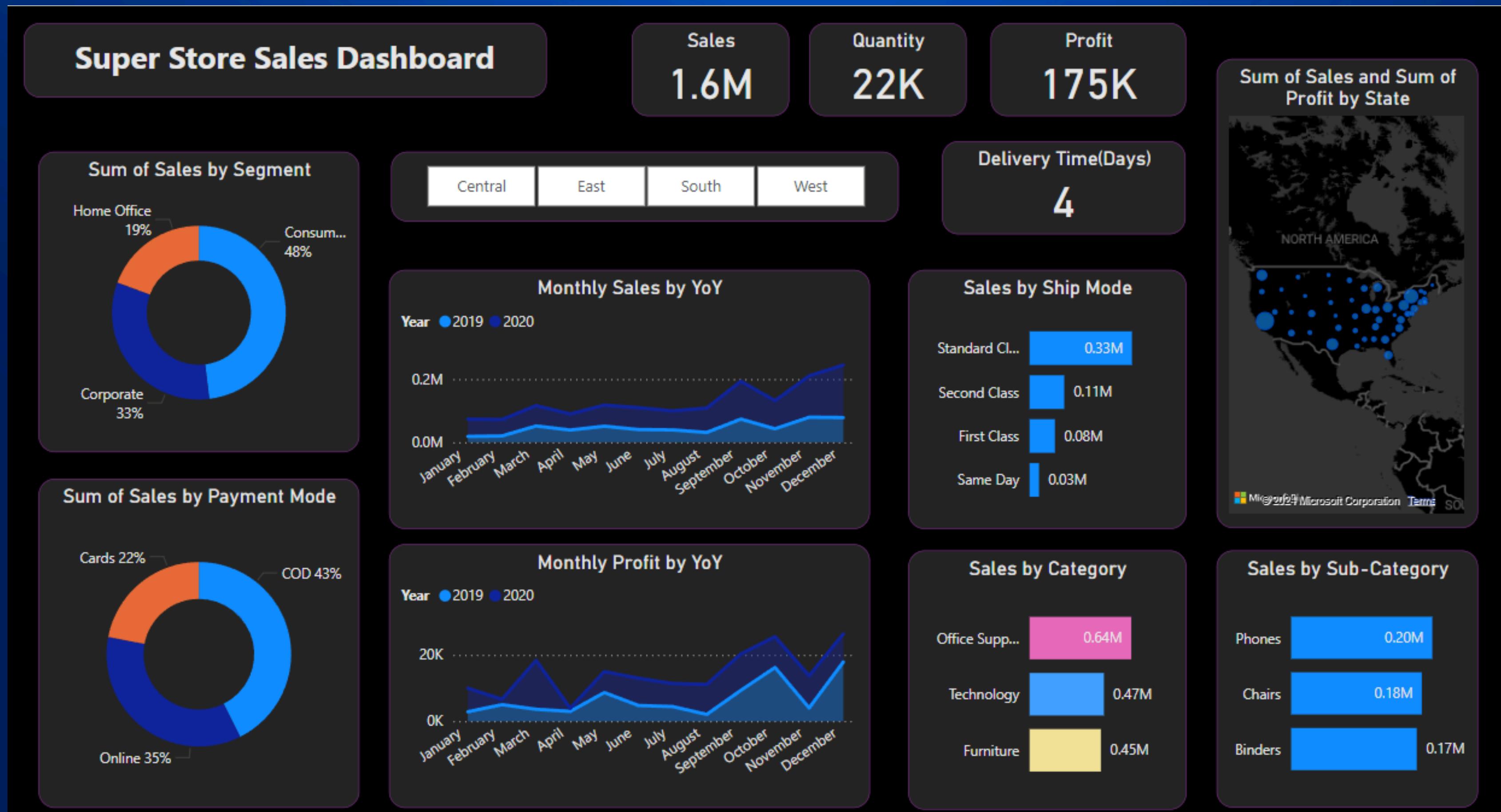


Data Overview

The dataset captures detailed transaction data, including order IDs, dates, shipping modes, customer details (ID, name, segment), and geographical information (city, state, region). It also includes product specifics (ID, category, sub-category, name) and key financial metrics like sales, quantity, and profit. This data enables comprehensive analysis of sales trends, customer behavior, and regional performance.



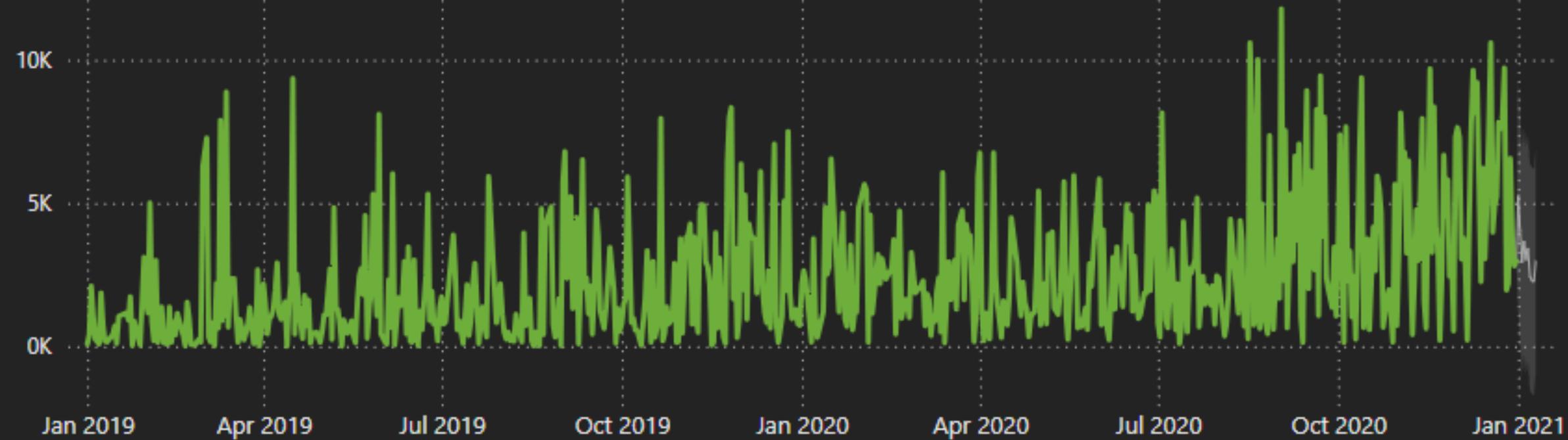
Screenshot



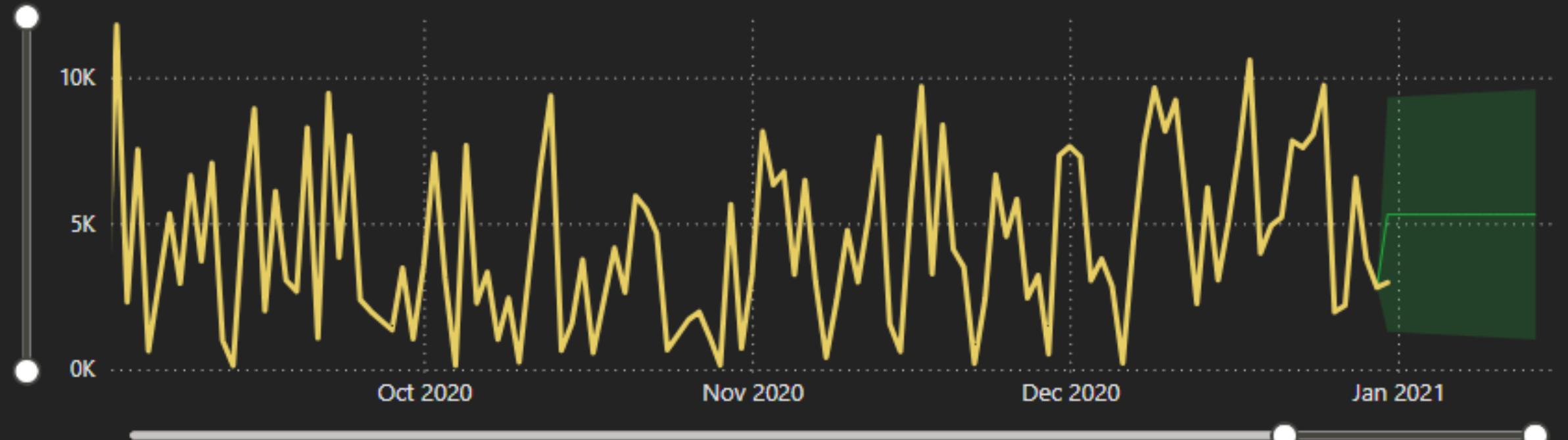
Screenshot

Super Store Sales Forecast

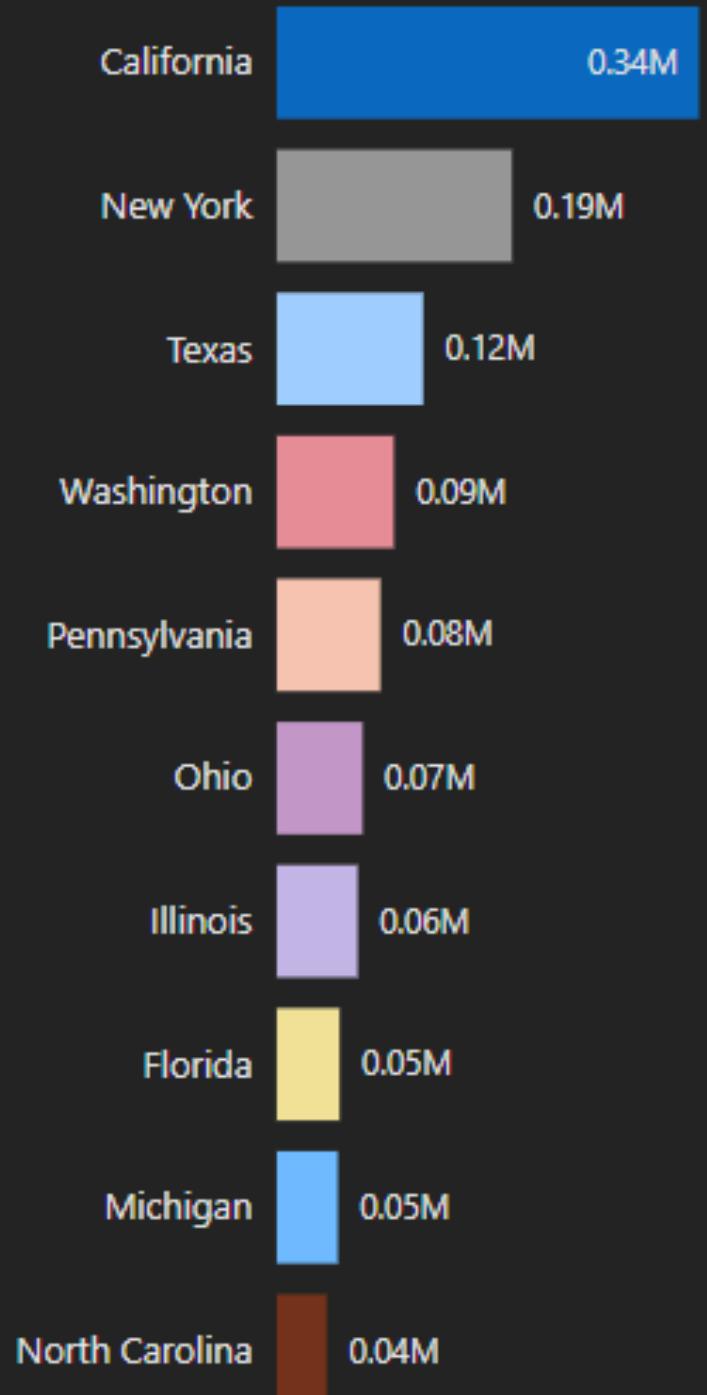
Sum of Sales by Year, Month and Day



Sum of Sales by Year, Month and Day



Sum of Sales by State



Dashboard Overview



Key Performance Indicators (KPIs)

- **Total Sales:** Highlight the total revenue generated during the period.
- **Total Quantity Sold:** Summarize the total number of units sold.
- **Total Profit:** Discuss the net profit earned.
- **Average Delivery Time:** Explain the average time taken for product delivery and its impact on customer satisfaction.

Geographical Analysis

Sales and Profit by State (Map Visualization):

- Present a map showing the distribution of sales and profit across different states.
- Discuss any regional trends or outliers identified from the map.
- Highlight top-performing and underperforming regions.

Dashboard Overview



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Dashboard Overview

Sales by Segment (Donut Chart)

- Show the breakdown of sales across different customer segments (e.g., Consumer, Corporate, Home Office).
- Analyze which segments contribute most to the revenue.

Sales by Payment Mode (Donut Chart)

- Visualize sales based on different payment methods.
- Discuss any trends or preferences observed in payment modes.



Dashboard Overview



Monthly Sales by Year-over-Year (YoY) Comparison (Line Chart)

- Display the monthly sales trends for 2019 and 2020.
- Discuss any significant changes or patterns in sales over time, especially focusing on year-over-year differences.

Monthly Profit by Year-over-Year (YoY) Comparison (Line Chart)

- Present monthly profit trends for the same period.
- Analyze how profit margins have fluctuated over the years.

Dashboard Overview

Sales by Ship Mode

- Analyze sales based on different shipping methods.
- Discuss the performance and customer preferences for various ship modes.

Sales by Category and Sub-Category

- Break down sales into product categories and sub-categories.
- Highlight the top-performing categories and any underperforming ones.
- Discuss the implications of these trends on inventory management and marketing strategies.



Dashboard Overview

Sales Forecast

Includes a **Sales Forecast** feature that projects future sales trends based on historical data, helping to anticipate future performance and guide strategic decisions.



Sales Insights

- September recorded the highest sales in both years.
- October delivered the highest profit.
- The Western region leads in sales, closely followed by the Eastern region.
- The average delivery time across all orders is 4 days.



Future Implication

- **Customer Segmentation:** Explore specific customer behaviors and preferences.
- **Forecast Accuracy:** Refine sales forecasting models.
- **Regional Analysis:** Investigate factors driving sales differences between regions.
- **Profitability:** Identify drivers of high profit months and apply successful strategies.
- **Product Review:** Assess performance of products to optimize inventory.
- **Payment Preferences:** Analyze and streamline payment options.
- **Trend Analysis:** Examine long-term sales and profit trends for future insights.



Challenge

One of the main challenges was handling inconsistent data entries and missing values, which could have skewed the analysis.



Solution

I addressed data quality issues by performing data cleaning in Power BI. This included removing duplicates, standardizing text entries, and filling in missing data to ensure the dataset was accurate and reliable for analysis.

Conclusion

The Superstore Sales Analysis Dashboard provides valuable insights into sales performance, customer behavior, and regional trends. Key findings highlight September as the peak sales month, October as the most profitable, and the Western region as the top performer. The average delivery time stands at 4 days. Moving forward, focusing on customer segmentation, refining sales forecasts, and optimizing delivery processes can drive further growth and operational efficiency. These insights and actions will support strategic decision-making and enhance overall business performance.



Thank You



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