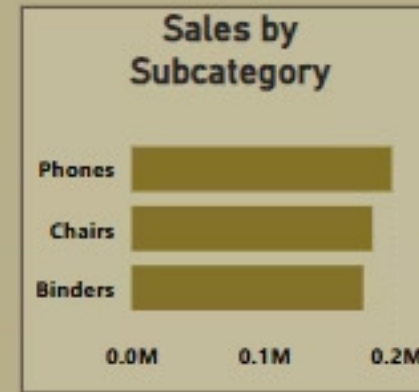
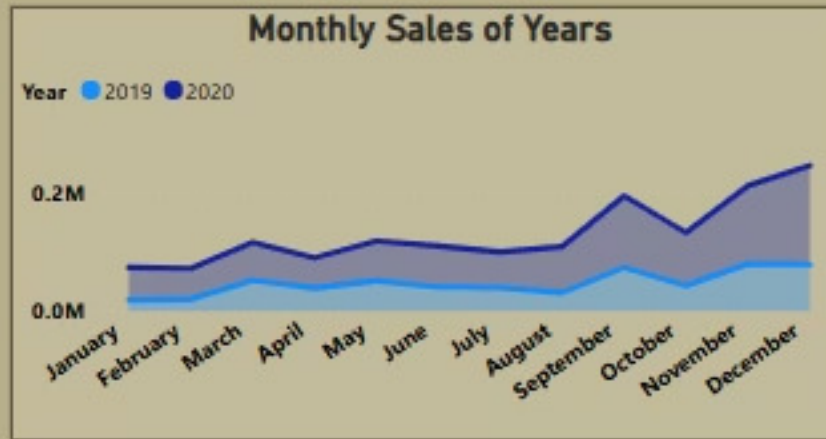
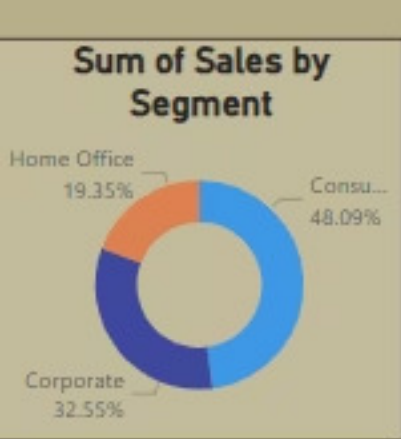


# Super Stores Sales Dashboard



## Power BI



## Executive Summary: Key Performance Insights

**\$2.3M**

Total Sales

Achieved remarkable overall revenue.

**\$286K**

Total Profit

Strong financial performance across all segments.

**48.09%**

Consumer Segment

Largest market share, vital for sustained growth.

**42.62%**

COD Payments

Most preferred payment method by customers.

# Dashboard Overview: Navigating Sales Data

## Key Performance Indicators

- Sales by Category (Technology, Office Supplies, Furniture)
- Sales by Subcategory (Phones, Chairs, Binders)
- Monthly Sales & Profit Trends (2019-2020)
- Geographic Performance by States

## Interactive Elements

- Year filter for time-series analysis
- Regional drill-down capabilities
- Segment-based filtering
- Payment mode analysis

The dashboard features a consistent Power BI color scheme, clean layout, and intuitive navigation, designed for mobile responsiveness. Visualizations include horizontal bar charts, line charts, pie charts, and geographic heat maps for comprehensive analysis.

# Sales Performance Analysis: Categories and Champions



## Technology Leads

Highest sales volume, driving overall revenue.



## Office Supplies

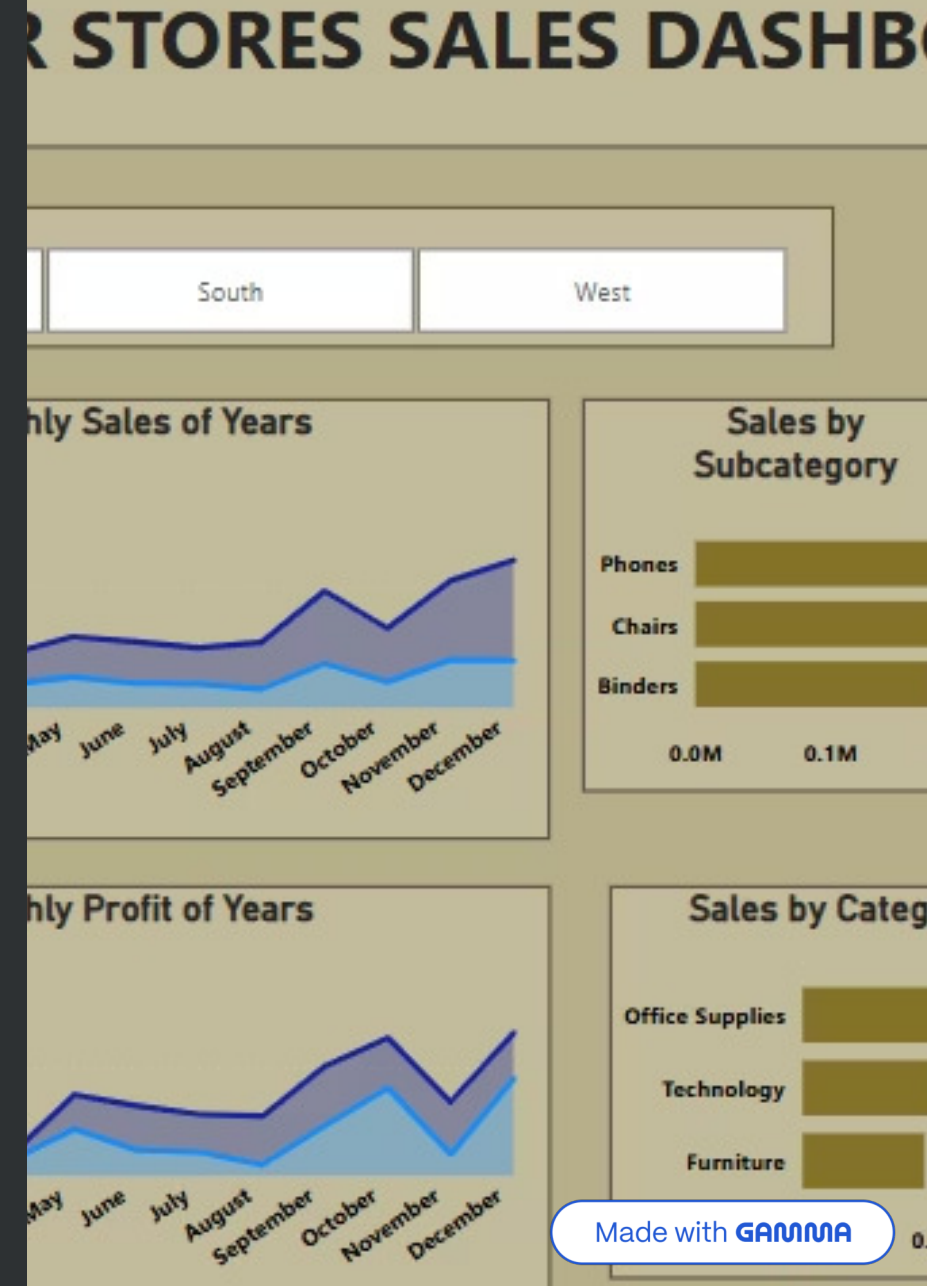
Consistent performer across all regions, stable demand.



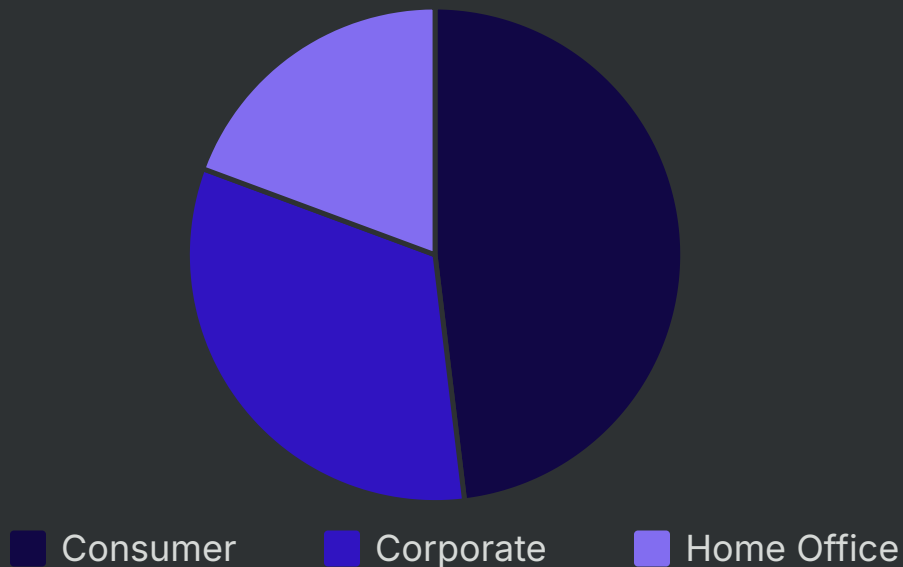
## Furniture Growth

Showing steady growth potential, opportunity for expansion.

Phones, chairs, and binders are subcategory champions. Strategic recommendation: Focus marketing efforts on Technology category expansion while maintaining strong Office Supplies performance.



# Customer Segmentation & Payment Insights



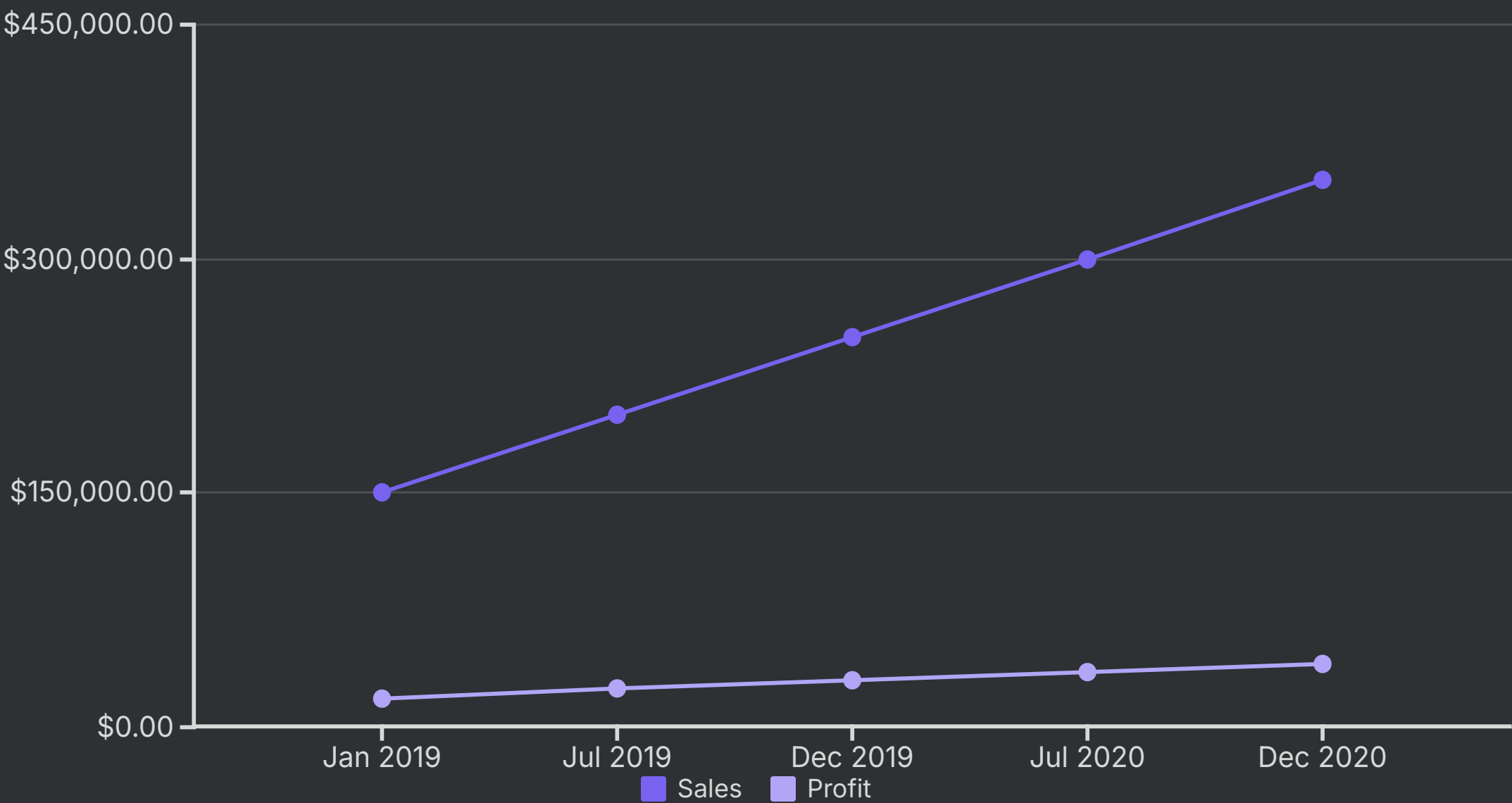
## Payment Mode Analysis:

- **COD:** 42.62% (Most preferred)
- **Online:** 35.38% (Growing digital adoption)
- **Cards:** 21.99% (Traditional method)

## Shipping Preferences:

- **Standard Class:** Most popular shipping option
- **Second Class:** Balanced choice
- **First Class & Same Day:** Premium services

# Monthly Sales & Profit Trends (2019–2020)



Analysis of seasonal patterns and growth opportunities reveals peak performance periods, crucial for strategic planning and resource allocation. The dashboard facilitates understanding historical trends to forecast future performance.

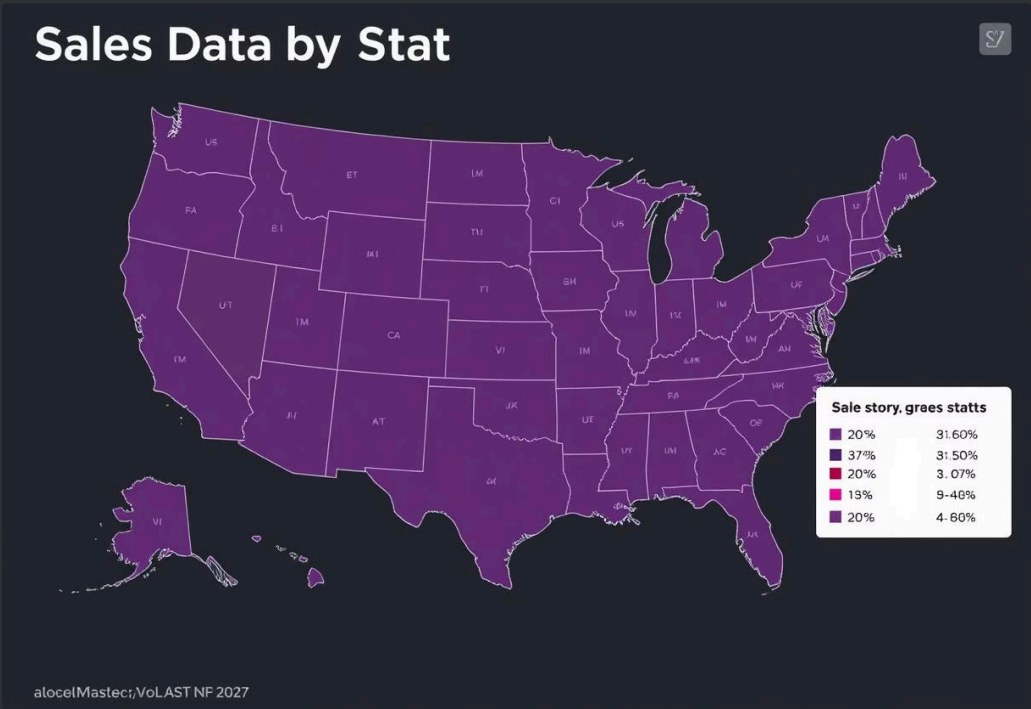
# Geographic Analysis: Regional Performance

## Regional Distribution

- **Central:** Core market region with consistent sales.
- **East:** Established market presence, steady growth.
- **South:** Emerging growth opportunity region, untapped potential.
- **West:** Premium market segment, high-value customers.

## State-Level Insights

A heat map visualization provides a granular view of sales and profit distribution across individual states, enabling the development of targeted regional strategies. This detailed insight helps in allocating resources efficiently.



# STORES SALES DAS

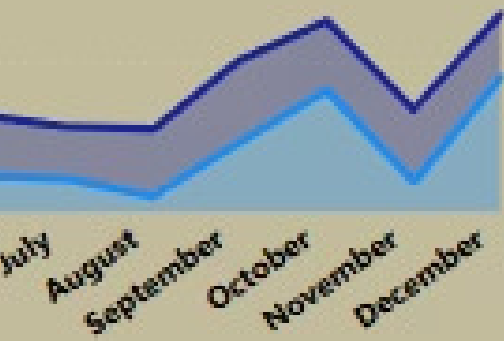
South

West

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Sales  
Subcat

Phones

Chairs

Binders

0.0M

Sales b

Office Supplies

Technology

Furniture

0.0

## Technical Implementation: Power BI Capabilities

### Power BI Features

- Interactive slicers and cross-filtering
- Custom color themes, responsive layout
- DAX calculations for KPIs

### Visualization Best Practices

- Consistent color coding, clear axis labels
- Appropriate chart types, logical hierarchy
- Mobile-friendly design

### KPI Selection Rationale

- Sales: Primary business metric
- Profit: Financial performance indicator
- Growth: Temporal analysis capability
- Segmentation: Market understanding

### Interactivity Features

- Year-based filtering, category drill-down
- Regional selection, dynamic calculations