

Project Description – Super Store Sales Dashboard

The **Super Store Sales Dashboard** is a dynamic business intelligence solution built using **Power BI** to provide in-depth insights into the sales operations of a retail store. It utilizes real-world sales data to help stakeholders monitor key performance indicators (KPIs), identify trends, and make data-driven decisions.

This dashboard delivers a comprehensive overview of business performance through rich, interactive visualizations. It enables users to analyze **sales, profit, and quantity sold** across various dimensions including **time, geography, category, sub-category, customer segment, and shipping mode**.

Key Features:

- **Total Sales, Profit, and Quantity KPIs** displayed with dynamic filtering
- **Year-over-Year and Monthly Trend Analysis** for Sales and Profit
- **Category & Sub-Category Breakdown** to identify top and bottom performers
- **Region and State-wise Performance Map** to visualize geographical contributions
- **Customer Segmentation** to identify high-value customers
- **Shipping Mode & Order Segment Analysis** to uncover logistical efficiency

Tools & Technologies:

- **Power BI Desktop (.pbix file)**
- **DAX (Data Analysis Expressions)** for custom measures and KPIs
- **Power Query** for data cleaning and transformation
- **Data Source:** Super Store Sales data (CSV/Excel)

Purpose:

This project aims to demonstrate the ability to transform raw data into actionable insights using data visualization tools. It's ideal for sales managers, business analysts, or decision-makers who need a quick and intuitive overview of business performance.