

SuperStore

Data Visualization

Using Power BI

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OBJECTIVE

To contribute to the success of a business by utilizing data analysis techniques, specifically focusing on time series analysis, to provide valuable insights and accurate sales forecasting.

DESCRIPTION

The objective can be broken down into the following detailed components:

- 1. Dashboard Creation:** Identify the KPIs, design an intuitive and visually appealing dashboard, add interactive visualizations and filtering capabilities to allow users to explore the data at various levels of granularity
- 2. Data Analysis:** Provide valuable insights to business entities regarding the effectiveness of their sales strategies through visualization and charts
- 3. Sales Forecasting:** Leverage historic data and apply time series analysis to generate sales forecasts for next 15 days
- 4. Actionable Insights and Recommendations:** End goal is to share valuable insights and actionable information that can drive strategic decision-making and support the supermarket's goals for growth, efficiency, and customer satisfaction

DASHBOARD

SuperStore Sales Dashboard

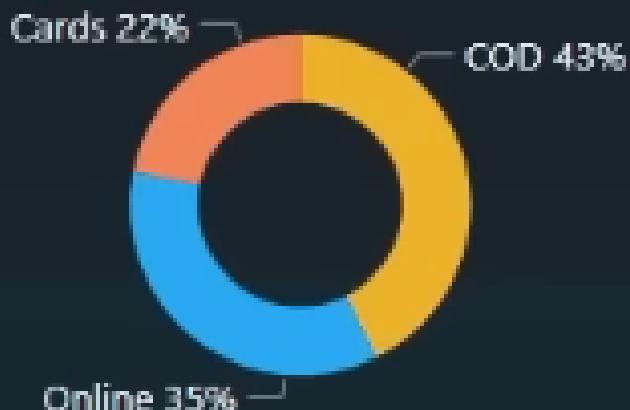
Central

East

South

West

Sales by Payment Mode



Orders

22K

Sales

1.6M

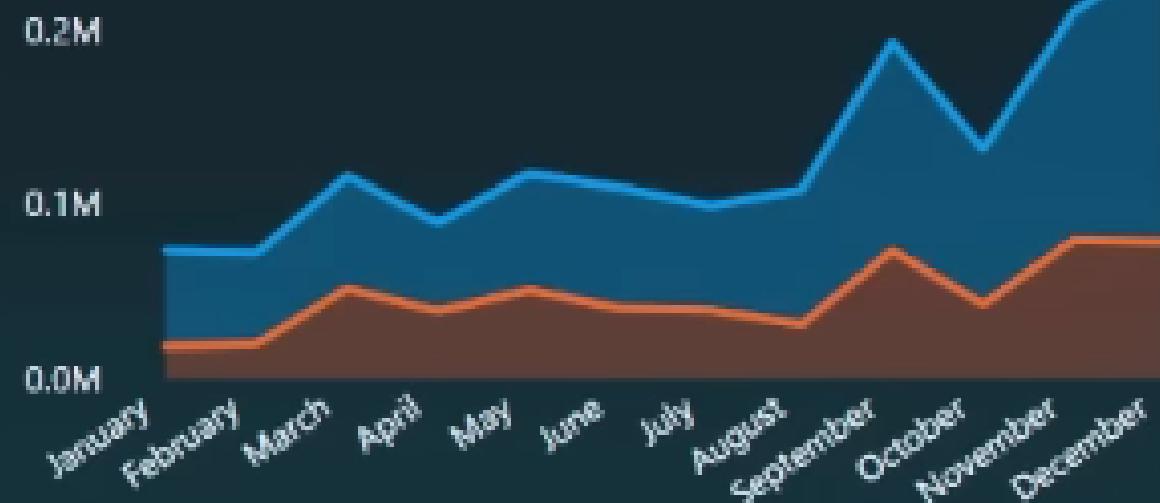
Profit

175K

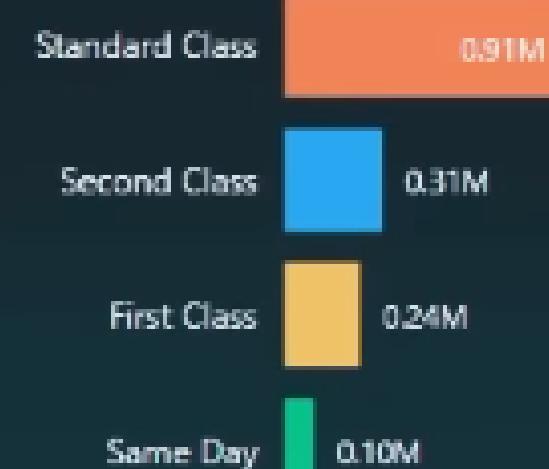
Ship Days

4

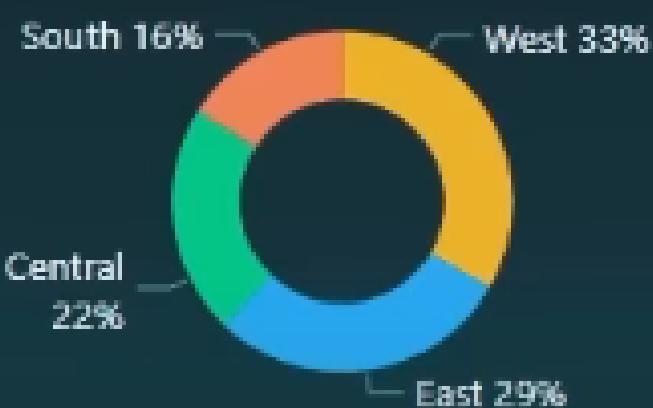
Sales by Month



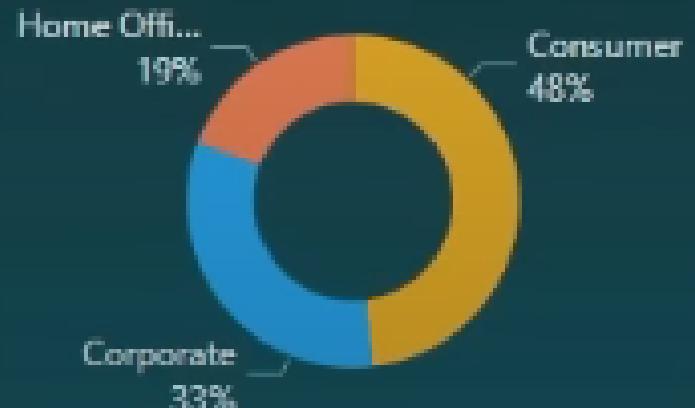
Sales by Ship Mode



Sales by Region



Sales by Segment



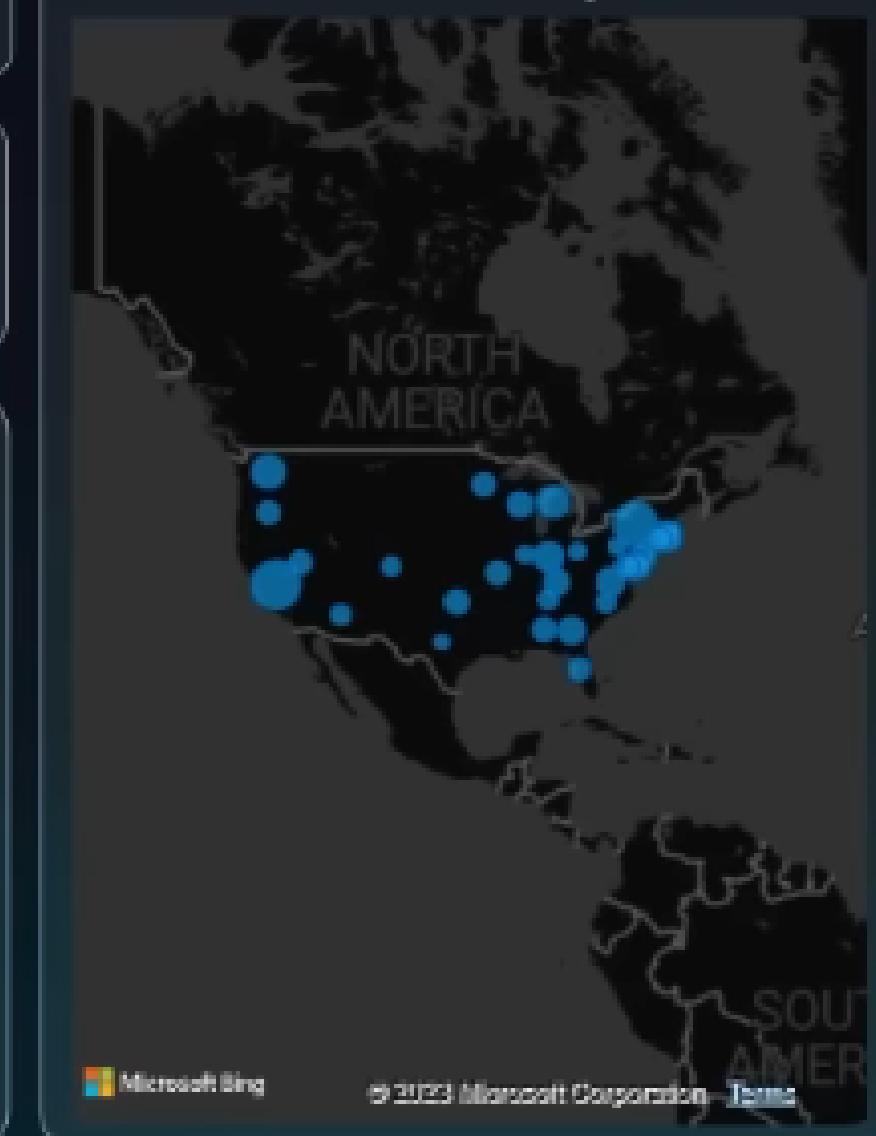
Profit by Month



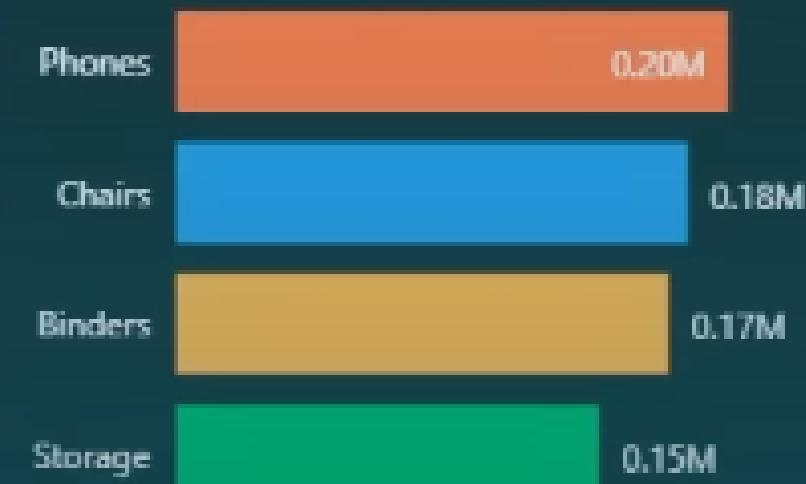
Sales by Category



Profit and Sales by State



Sales by Sub-Category



SuperStore Sales Forecast- 15 Days Forecast

Sales forecast- 15 days



Sales forecast- 15 days



Sales by States



Comprehensive Business Insights

Power BI provides comprehensive data analysis, helping superstores understand sales, customer behavior, and inventory trends.

Advantages

Quick Decision-Making

Real-time data visualization allows quick responses to market changes, improving agility.

Performance Monitoring

Interactive dashboards help track KPIs, enabling proactive issue resolution and growth opportunities.

Learnings

Incorporated data analysis techniques, specializing in time series analysis, to deliver valuable insights, accurate sales forecasting, and interactive dashboard creation, driving business success.

Thank you

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