

Sales Overview Dashboard(2014-2017)

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Sales(\$)
2.30M

Profit(\$)
286.40K

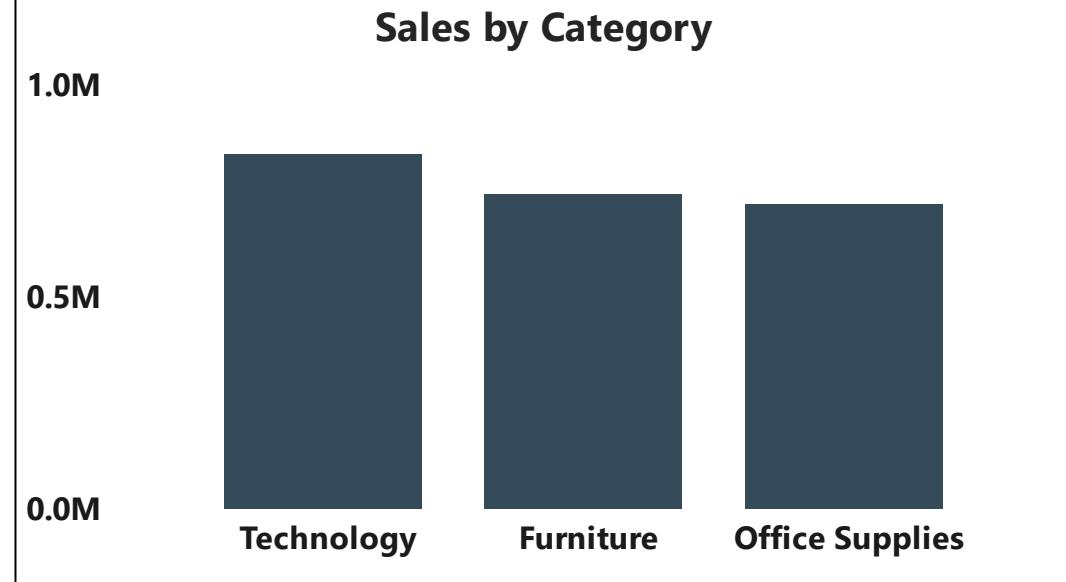
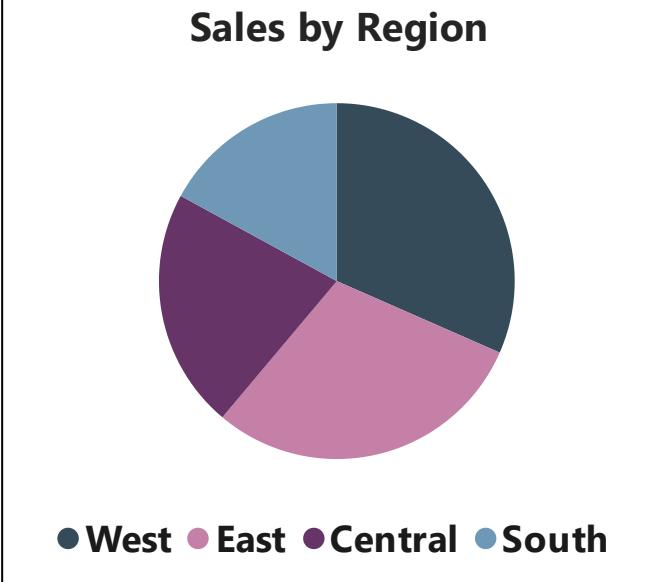
Customers
793

Orders
5009

Quantity Sold
38K

Year ▾

- 2014
- 2015
- 2016
- 2017



Month ▾

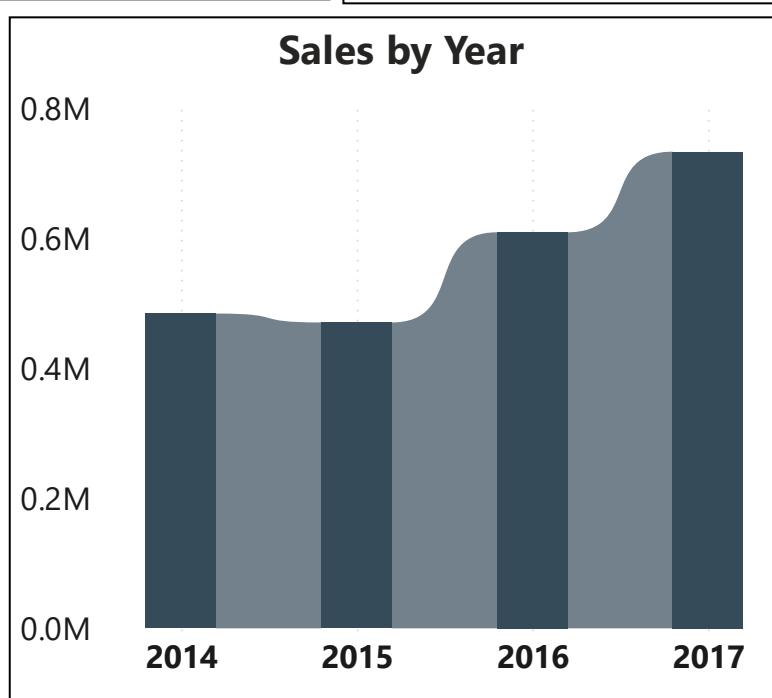
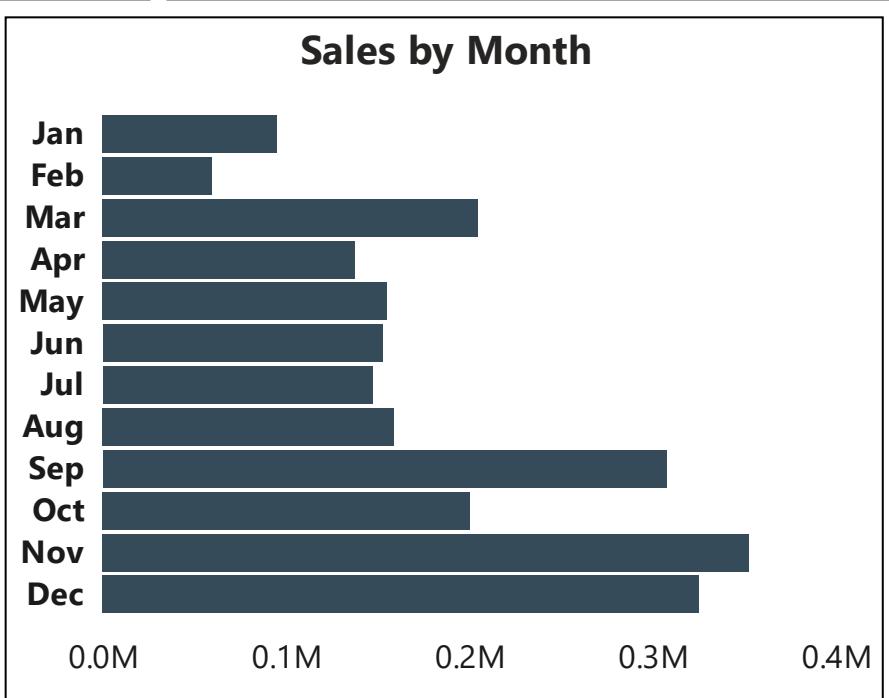
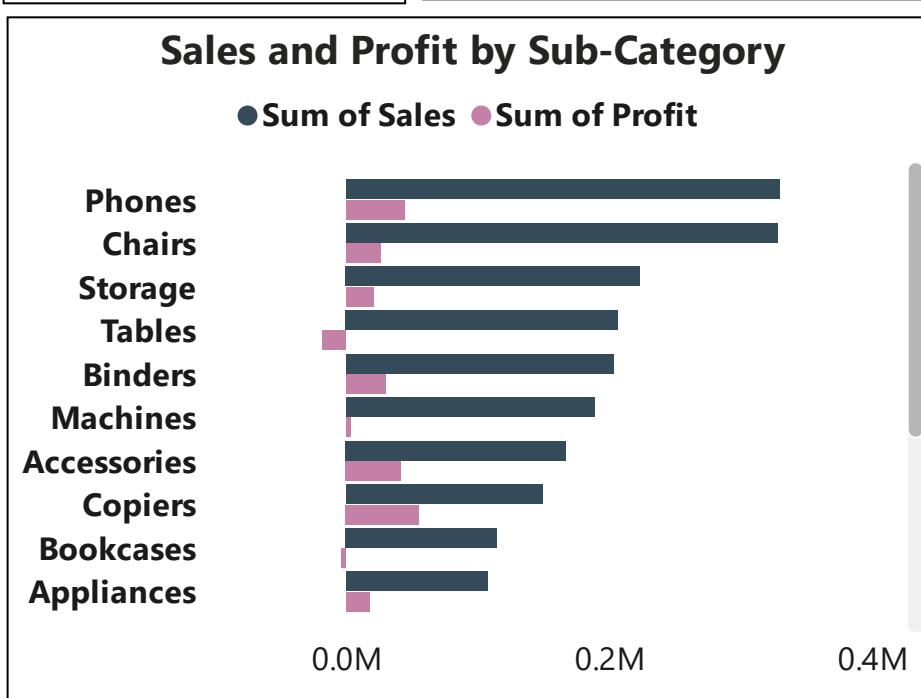
- All

Segment ▾

- All

Category ▾

- All



Sales Summary – Superstore (2014–2017)

Sales (\$)

2.30M

Profit Margin (%)

12.47%

YoY Growth (2017)

20.36%

Top Subcategory

Phones

Top Month

November

🔍 Summary Insights (2014–2017):

- 💰 **Total sales** over the 4-year period were substantial, with a consistent upward trend each year.
- 📈 **2017 saw a YoY sales growth of 20.36%** compared to 2016, indicating strong performance momentum.
- 🏆 **Phone** was the top-performing sub-category by sales, contributing significantly to overall revenue.
- 💹 The overall **profit margin** remained stable at around 12.47%.
- 📅 Sales peaked during **November**, suggesting a seasonal high point in customer demand.

This summary is based on sample Superstore data and is intended to showcase Power BI reporting, DAX, and storytelling capabilities.