

# Sales Overview Dashboard(2014-2017)

Clear all slicers

Sales(\$)  
**2.30M**

Profit(\$)  
**286.40K**

Customers  
**793**

Orders  
**5009**

Quantity Sold  
**38K**

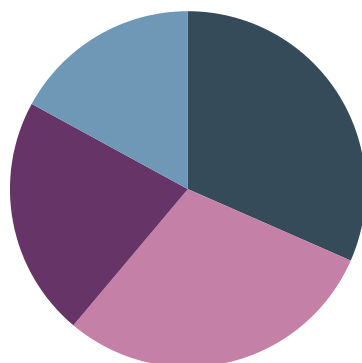
Year

- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017

Region

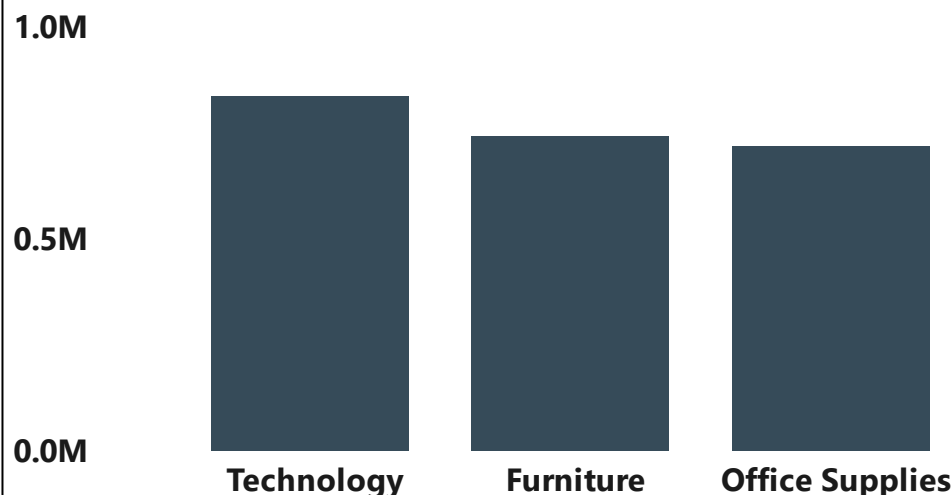
All

Sales by Region



● West ● East ● Central ● South

Sales by Category



Month

All

Segment

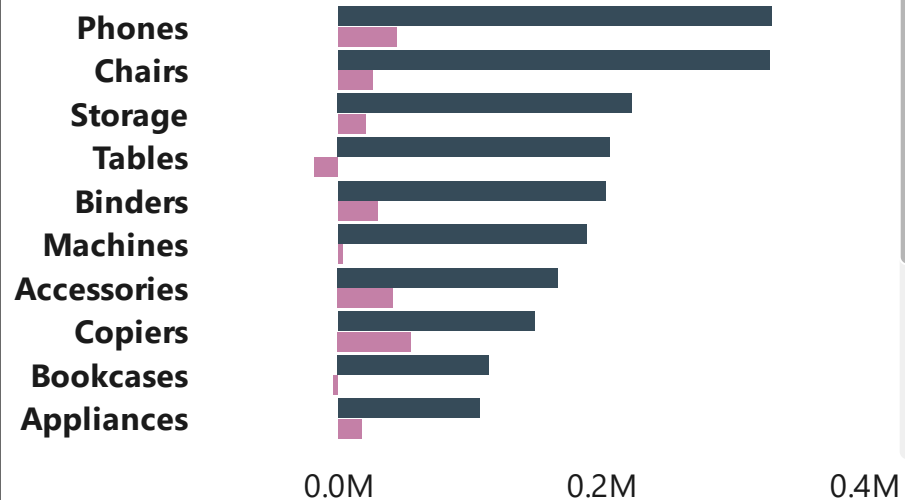
All

Category

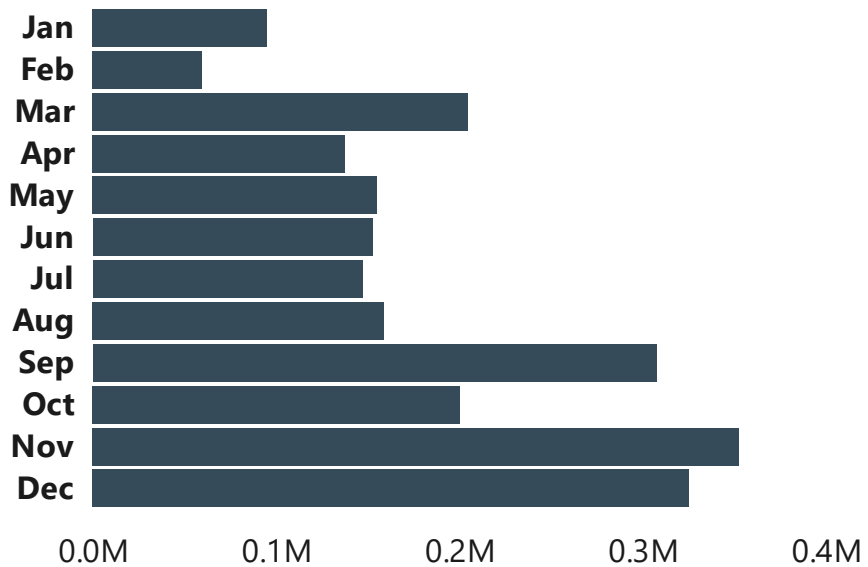
All

Sales and Profit by Sub-Category

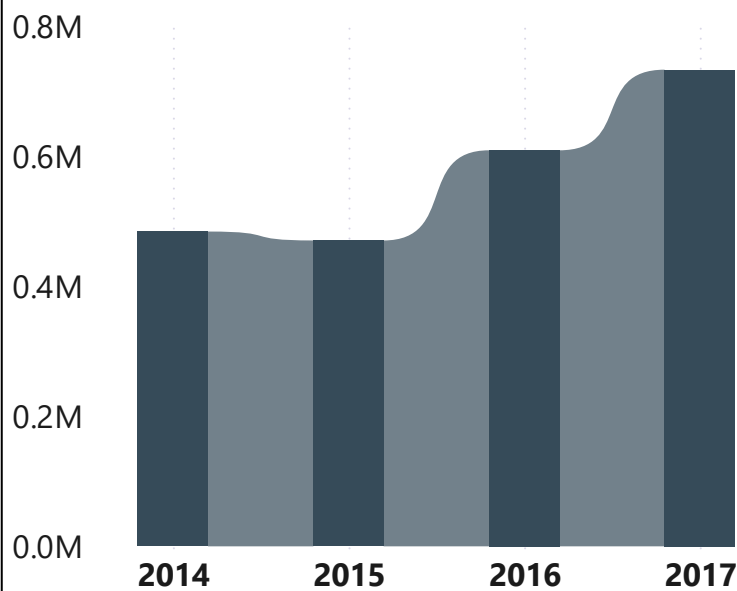
● Sum of Sales ● Sum of Profit



Sales by Month



Sales by Year



# 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.