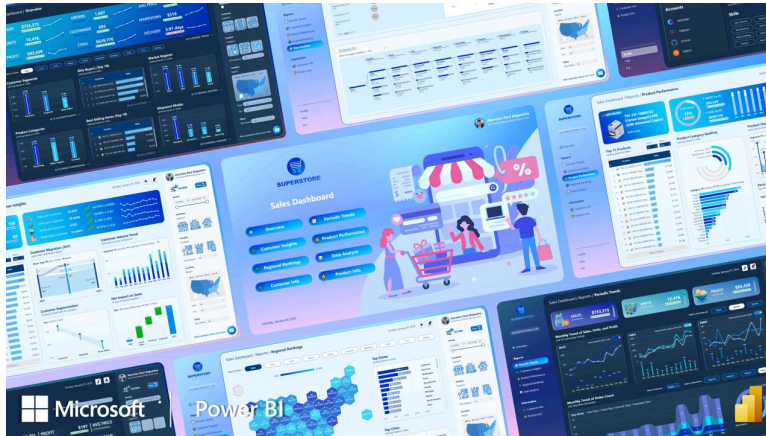



-  Edit article
-  View stats
-  View post



powered by Microsoft Power BI

Superstore Sales Dashboard: Tracking Retail Success with Business Intelligence



Jhermien Paul Alejandria 
Data Analyst at Royal Caribbean • Transforming Big Data into
Actionable Insights & Strategies PH



January 8, 2024

Embark on a journey through the dynamic landscape of Superstore's operations as we explore a state-of-the-art business dashboard meticulously crafted in Microsoft Power BI. This transformative tool harnesses transaction-level sales data, providing stakeholders with unparalleled insights into every facet of the company's performance. Access the dashboard through this [link](#).

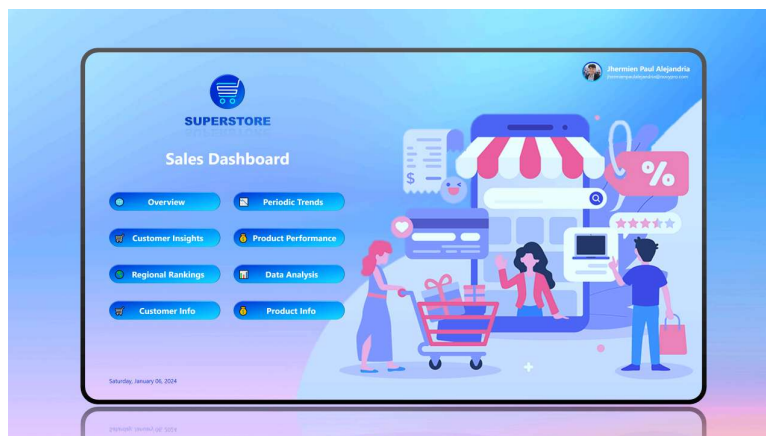
Navigating the Dashboard



Dashboard Pages (Light/Dark Mode)

The dashboard is a multi-faceted tool with ten (10) distinct pages: Landing Page, Overview, Periodic Trends, Customer Insights, Product Performance, Regional Rankings, Data Analysis, Customer Info, Product Info, and Profile.

Landing Page



Landing Page

Upon entering, the sleek landing page offers intuitive navigation to 8 intricately designed reports, ensuring a seamless exploration of Superstore's key metrics.

Overview Page



Overview Page (Light/Dark Mode)

The Overview page serves as a panoramic window, presenting a comprehensive year-to-date snapshot of vital metrics like sales, units, profit, and more. Users can delve into specific metrics to uncover rankings across customer segments, product categories, market regions, and shipment modes.

Periodic Trends Page



Periodic Trends Page (Light/Dark Mode)

This page is your time machine. Dive into the chronological movement of sales, units, and profit with customizable time granularity and dissect the contribution of attributes like segment, category, region, or ship mode on trends.

Customer Insights Page



Customer Insights Page (Light/Dark Mode)

Uncover the dynamics of Superstore's customer base with insights into new, repeat, and lapse buyers. Visualizations showcase trends in customer migration and segmentation and their impact on key metrics, offering a nuanced understanding of customer behavior.

Product Performance Page



Product Performance Page (Light/Dark Mode)

Illuminate the product landscape with details on best-selling items, profit margins, and the performance of product categories. Track the demand, pricing, and consumer sensitivity for a comprehensive product overview.

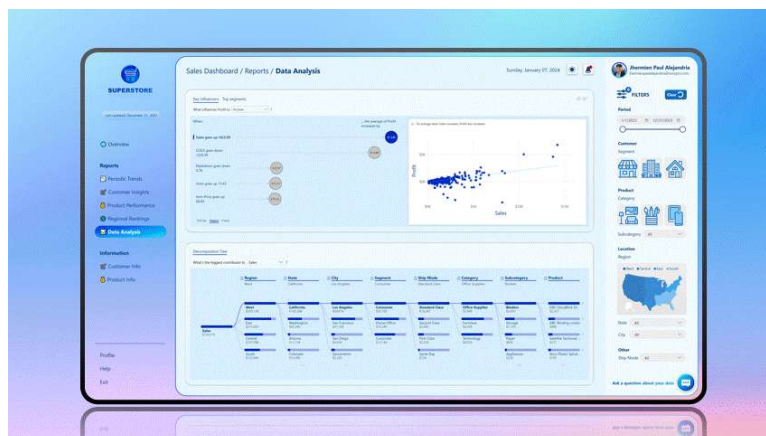
Regional Rankings Page



Regional Rankings Page (Light/Dark Mode)

Traverse geographical hierarchies, ranking regions, states, and cities based on chosen metrics. Witness the evolution from the previous year, gaining valuable insights into regional performance.

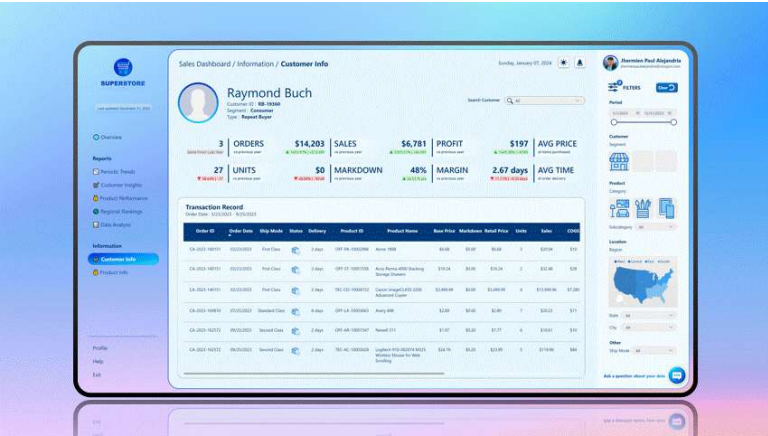
Data Analysis Page



Data Analysis Page (Light/Dark Mode)

Leverage Power BI's AI-powered visuals, including key influencers and decomposition tree, to unveil hidden patterns and contributing factors impacting Superstore's key metrics.

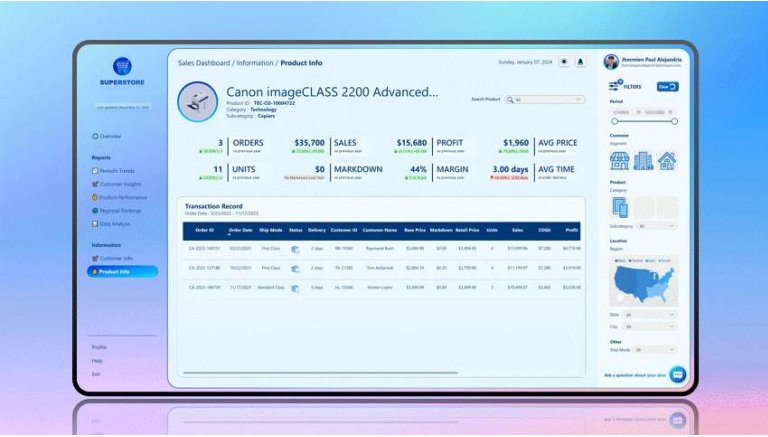
Customer Info Page



Customer Info Page (Light/Dark Mode)

Zoom into individual customer profiles, unraveling a wealth of information on transactions, purchases, and preferences. Gain a detailed understanding of each customer's journey.

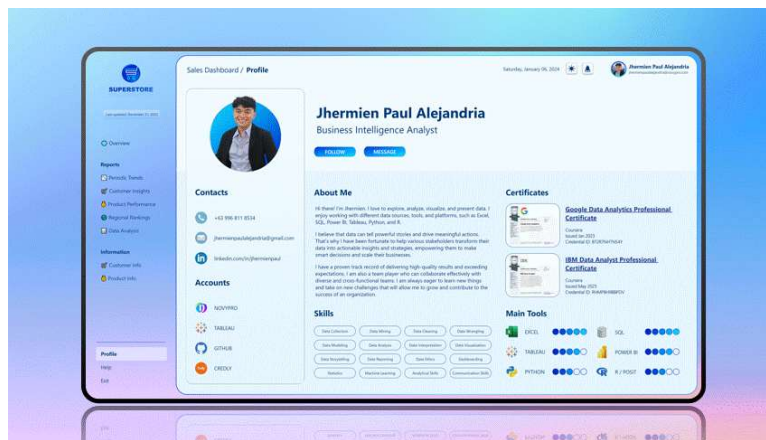
Product Info Page



Product Info Page (Light/Dark Mode)

Similar to Customer Info, this page provides an in-depth exploration of each product, from sales and profit to pricing and demand trends. Delve into the intricacies of product performance.

Profile Page



Profile Page (Light/Dark Mode)

Concluding the journey, the Profile page encapsulates the user's identity, showcasing contact information, associated accounts, certifications, skills, and primary tools, offering a holistic view of the user.

Dashboard Page Frame



Dashboard Page Frame (Highlighted)

The dashboard page frame consists of the header (above), the navigation pane (left), and the filter pane (right).

Header



Theme Switch and Notification Button in Action

A sleek header provides essential details, including the page title, today's date, theme switch, and notification button. Personalized with the user's name, email, and profile picture, it seamlessly integrates with the Profile page.

Navigation Pane



Navigation, Help, and Exit Buttons in Action

User-friendly navigation buttons facilitate exploration. In addition, the Help button beckons for inquiries, while the Exit button provides a swift return to the Landing page, ensuring a smooth user experience.

Filter Pane



Filter and Clear Buttons in Action

The filter pane, an indispensable tool, offers a variety of slicers to refine data exploration. From transaction date to shipment mode, users can tailor their insights. The Clear button provides a quick reset for a fresh analysis.

Thanks for joining me on this mini-project adventure. As the data landscape continues to evolve, may your analytical endeavors be as boundless as the insight and inspiration you've gained today!

Comments

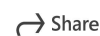
👍❤️👏 113 • 8 comments • 5 reposts



Like



Comment



Share



Add a comment...



Most recent ▾



Petrina Huang • 1st

Power BI Queen | UX/UI Design | Data Storyteller | Conferen... | Worksho...

1y ...

This is incredible!

Love • ❤️ 1 | Reply • 1 reply



Jhermien Paul Alejandria • Author

Data Analyst at Royal Caribbean • Transforming Big Data into Actio...

1y ...

That's very kind of you, [Petrina](#)! 😊

Like | Reply | 88 impressions



John Dale Vacaro • 1st

Data Practitioner | Sales Operations | Data Science | Python | Le...

1y ...

Looks amazing!

Love • ❤️ 1 | Reply • 1 reply



Jhermien Paul Alejandria • Author

Data Analyst at Royal Caribbean • Transforming Big Data into Actio...

1y ...

Thank you, [John](#)! 😊

Like • 👍 1 | Reply | 212 impressions



Anastasia Salari • 1st

Microsoft MVP | BizApps Principal Consultant at MDW | Captain Platform

1y ...

Wow, that's a great job and great use of the various features! love the filter pane and the small detail on the "filter" icon

Love · ❤️👍 2 | Reply · 1 reply



Jhermien Paul Alejandria ✓ Author
Data Analyst at Royal Caribbean · Transforming Big Data into Actio...

1y · ⋮

OMG!! Thank you very much [Anastasia!](#) 🥰 I'm a huge fan of yours and I love your tutorials. Your comment means so much to me. It's such an honor! 💙 Looking forward to more tips and tricks from you. 😊

Like · ❤️ 1 | Reply | 183 impressions



Fahad Bin Islam in · Following
I help teams to make smarter decisions with the data they already have

1y · ⋮

Fantastic

Love · ❤️ 1 | Reply · 1 reply



Jhermien Paul Alejandria ✓ Author
Data Analyst at Royal Caribbean · Transforming Big Data into Actio...

1y · ⋮

Appreciate it, [Fahad!](#) 😊

Like | Reply | 203 impressions



Jhermien Paul Alejandria

Data Analyst at Royal Caribbean · Transforming Big Data into Actionable Insights & Strategies PH

More articles for you



Importance of Data for Pricing Segmentation & Strategies -

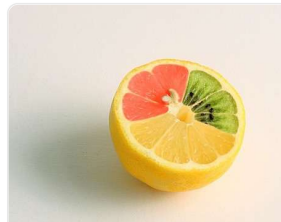
Rajesh Mehta

👍 3 · 2 comments



Working With Sales Data

Muindi Mulenga, AZICA



Know Thy Customers – Why You Should Be Doing Customer...

Keri Kugler

👍 6



Analytics for Sales. Episode 2

Antonio Marco Ranucci

👍 2



About

Professional Community Policies

Privacy & Terms ▾

Sales Solutions

Safety Center

Accessibility

Careers

Ad Choices

Mobile

Talent Solutions

Marketing Solutions

Advertising

Small Business



Questions?

Visit our Help Center.



Manage your account and privacy

Go to your Settings.



Recommendation transparency

Learn more about Recommended Content.

Select Language

English (English)