Superstore Sales Dashboard

Welcome to the Superstore Sales Dashboard — an interactive Power BI report that brings life to raw sales data from a fictional superstore. This dashboard is designed to help business stakeholders quickly understand performance trends, product dynamics, and customer behavior using clean and insightful visuals.

# Project Overview

This project showcases my ability to transform raw data into a meaningful story using Power BI. The dashboard focuses on answering key business questions like:

* - How have sales grown over time?  
  - Which regions and categories are driving the most revenue?  
  - Which products are underperforming?  
  - What role does shipping method play in order volume?

Whether you're a sales manager, a regional head, or part of the logistics team — this dashboard can help guide decisions through data.

# Dashboard Features

## Key Metrics at a Glance

- Total Sales: ₹2.26 Million  
- Number of Orders: 4,922  
- Unique Customers: 793  
- Products Sold: 1,861 unique items

## Sales Over Time

View total sales across 2016 to 2018.  
Identify growth trends, dips, and seasonal fluctuations.  
Supports quarterly/yearly comparison.

## Sales by Region

Compares revenue contribution from:  
- West  
- East  
- Central  
- South  
Helps regional managers understand their performance and prioritize focus.

## Category & Sub-Category Analysis

Breaks down sales across three main product categories:  
- Technology  
- Furniture  
- Office Supplies  
Further drilling into sub-categories like Phones, Chairs, Binders, Copiers, Tables, etc.  
Identifies top performers and lagging product lines.

## Shipping Mode Breakdown

Analyzes orders based on shipping method:  
- Standard Class  
- Second Class  
- First Class  
- Same Day  
Reveals how shipping speed affects volume and potentially customer satisfaction.

## Interactive Filters

Filter dashboard by City, Order Date, Product Category, and more. Dynamic visuals update instantly to reflect your selections.

# Dataset Description

This dashboard uses the publicly available Superstore dataset, often used in data visualization projects. It includes detailed data on:  
- Orders and Shipments  
- Customer details  
- Product categories and SKUs  
- Regional and time-based sales  
- Shipping methods

# Tools & Technologies

- Power BI Desktop  
- Data Modeling using Power Query  
- DAX Measures for calculated fields and KPIs  
- Custom visual formatting for a professional finish

# Purpose & Learning Outcome

This project was created to:  
- Showcase practical skills in data visualization and storytelling  
- Practice data cleaning, modeling, and KPI calculation  
- Provide a portfolio-ready Power BI dashboard  
- Help non-technical users extract insights effortlessly

# About Me

Hi! I’m Vedant Darvekar, a data enthusiast passionate about turning numbers into stories. This project is part of my journey to become a skilled data analyst and problem solver using tools like Power BI, SQL, and Python.