



CONCLUSION
ADVANCEMENTS
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DASHBOARD
DATASET
INTRODUCTION

SUPERSTORE SALES DASHBOARD

USING POWER BI

Presented by:

GROUP - 01

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- Power BI is a powerful business analytics tool by Microsoft that enables users to visualize data, create interactive dashboards, and generate insights. It simplifies data analysis and sharing, empowering better decision-making across organizations. And Excel is used for initial data cleaning and preparation.
- Analyze and visualize the Superstore Sales dataset to extract valuable insights on sales performance, regional trends and product segments.
- Primary audience are Business stakeholders and Sales team who requested the data-driven insights for decision-making.



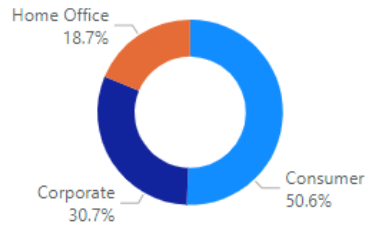
The dataset consists of 20 columns, each containing specific information about sales transactions.

1. **Category:** Represents the product category (e.g., Electronics, Furniture).
2. **City:** The city where the customer is located.
3. **Country:** The country of the customer.
4. **Customer Name:** Name of the customer.
5. **Discount:** The discount applied to the product.
6. **Order Date:** The date when the order was placed.
7. **Order ID, Product ID & Customer ID :** A unique identifier for each order, product and customer.
8. **Product Name:** Name of the product purchased.
9. **Postal Code:** The postal code of the customer's location.
10. **Quantity:** The number of items ordered.
11. **Region:** The region within the country where the customer resides.
12. **Sales Price:** The price at which the product is sold before any discount.
13. **Segment:** The customer segment (Consumer, Corporate).
14. **Ship Date & Ship Mode :** The date the order was shipped and method used (Standard, Express).
15. **Ship Mode:** The method used to ship the order (Standard, Express).
16. **Sub-category:** A product classification within main category (Office Chairs within Furniture).
17. **Turnover:** Total revenue or sales generated by the order.

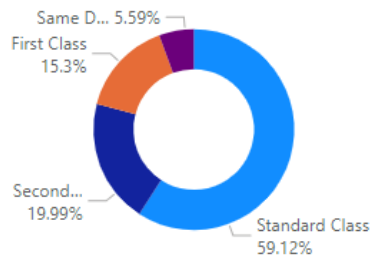
Infosys Springboard Superstore Sales Dashboard

Waterfall chart & Forecast

Sales by Segment



Sales by Ship mode

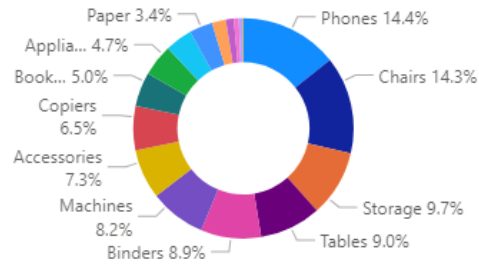


Total Profit
9.89M

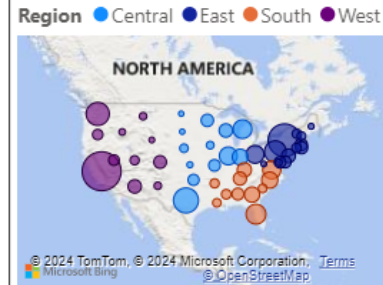
Total Sales
11.49M

Sales Growth Rate %
45.27

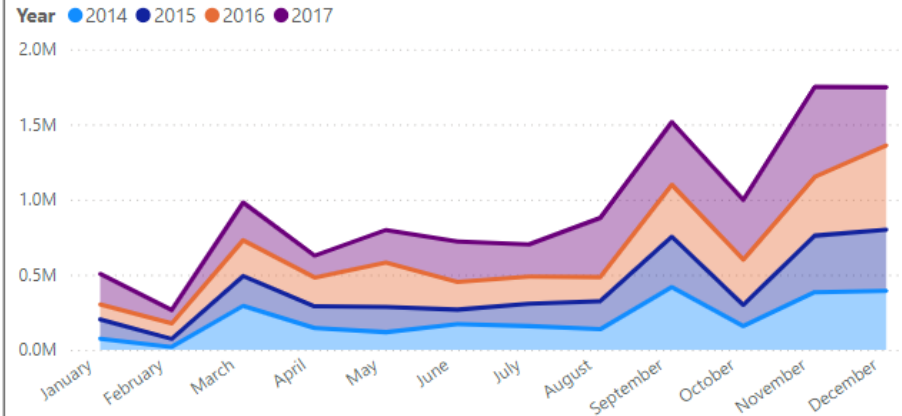
Sales by Sub-Category



Sales by State and Region

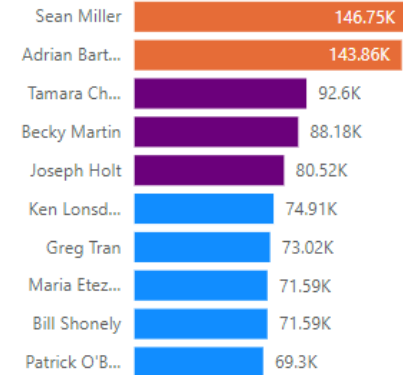


Total Sales by Month and Year

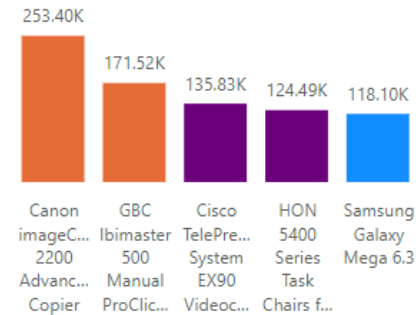


Central	East	South	West
Qtr 1	Qtr 2	Qtr 3	Qtr 4
Furniture	Office Supplies	Technology	

Top 10 Customers by Value



Top 5 Products Sold



Waterfall Chart & Sales Forecast for Next 2 Quarters

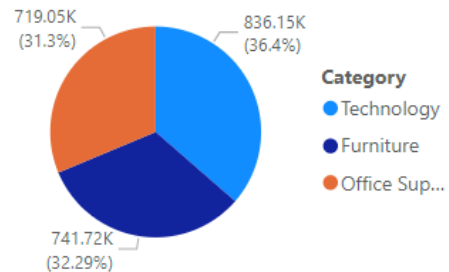
11.49M

Total Sales

38K

Sum of Quantity

Sales by Category



03-01-2014

30-12-2017

Central

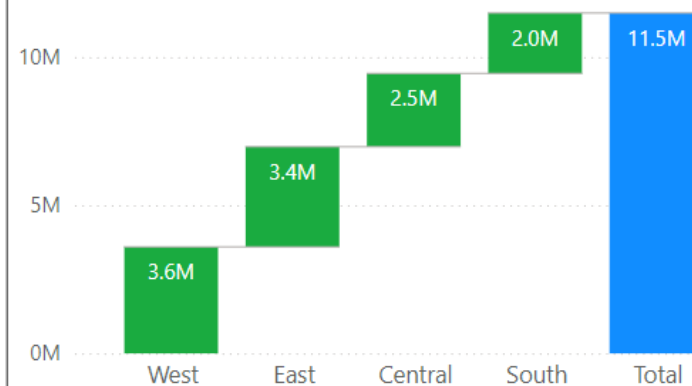
East

South

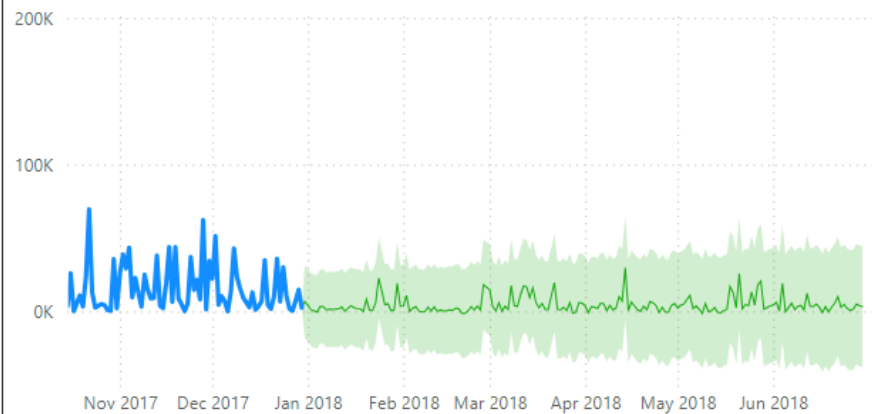
West

Sales by Region

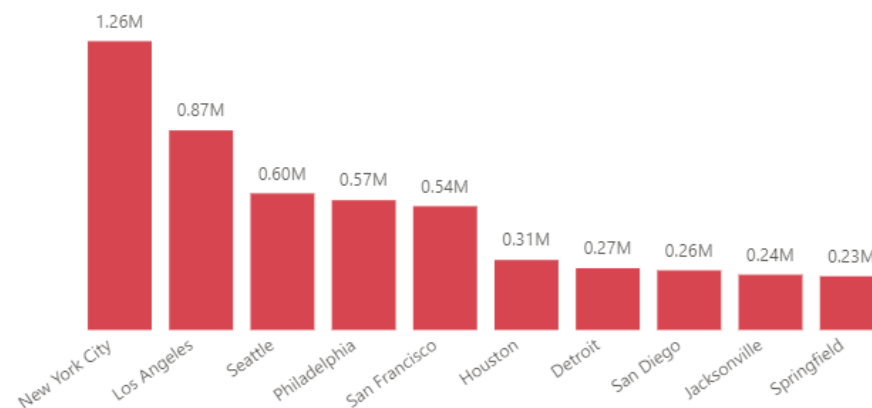
● Increase ● Decrease ● Total



Sales Forecast For Next 2 Quarters



Top 10 City With Highest Revenue



Future Advancements:

Advanced Analytics and Predictive Modelling

- Sales Forecasting
- Customer Segmentation with Machine Learning

Enhanced Data Integration

- Incorporating Additional Datasets
- Cross-Departmental Data

Real-Time Data Analysis

- Real-Time Dashboarding
- Automated Alerts

Deep Dive into Profitability Analysis

- Cost Analysis for Profit Optimization
- Product Life Cycle Analysis

Improved Customer Experience Insights

- Customer Feedback Integration
- Predicting Customer Churn

ADVANCEMENTS

DASHBOARD

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INTRODUCTION

The analysis shows regional and product category differences in sales performance. The West and East regions are the most robust performers, with the Central and South regions showing growth potential. The key is to tailor offerings and promotions to the preferences of consumers.

This analysis of lower sales in the Home Office segment may offer opportunities for expansion. High sales growth rates along with peak periods in certain months indicate seasonal trends, which seem to be in tune with marketing strategies. For instance, the top product categories, Technology and Furniture, have strong customer demand, while Office Supplies require focused promotion or new products to upgrade the supply.

Optimizing shipping methods and deploying incentives for faster delivery may better enhance customer satisfaction.

