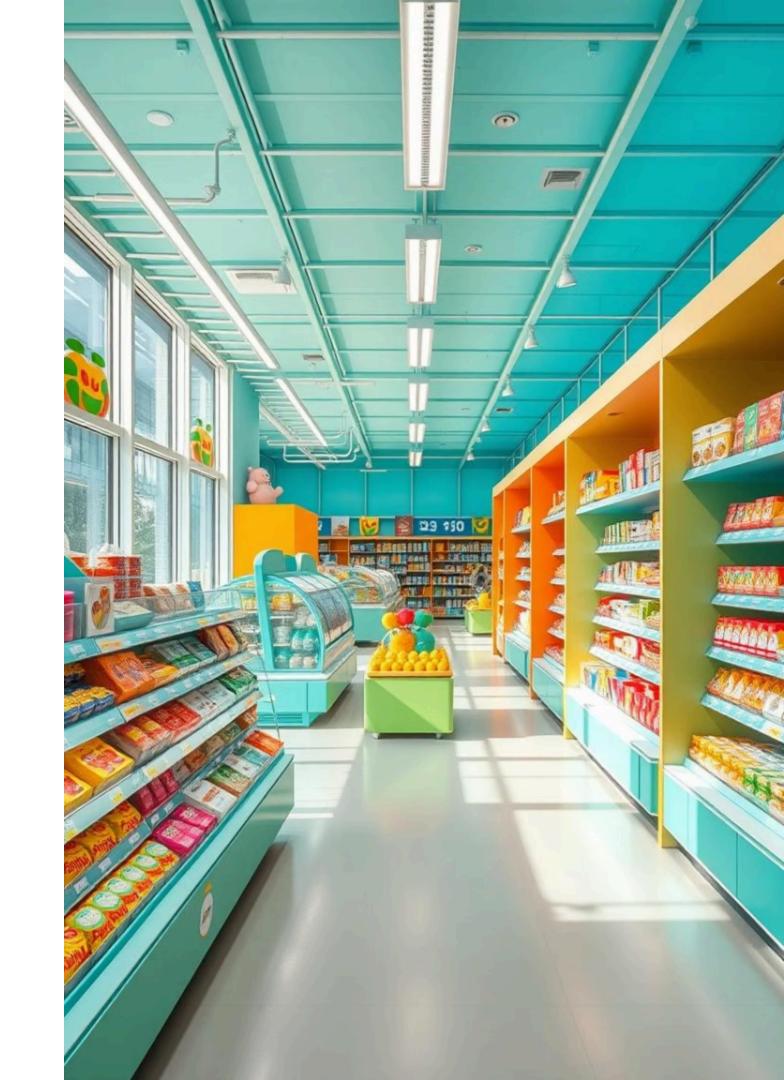
Supermarket Sales Dashboard

Power BI Interactive Dashboard for Data Analyst Internship Task 3



Dashboard Objectives

Analyze Sales

Overall and branch-wise performance

Identify Top Products

Highlight best-selling product lines

Understand Behavior

Customer buying by gender, type, payment

Track Trends

Sales changes over time

Support Decisions

Real-time business insights

Dataset Overview

Dataset Details

- Name: Supermarket Sales Dataset
- Source: Kaggle
- ~1,000 transactions
- 3-month period

Key Fields

- Categorical: Branch, Product line, Gender
- Numerical: Unit Price, Quantity, Total
- Temporal: Date, Time

Selected KPIs and Their Purpose

Total Sales

Track total revenue

Gross Income

Measure profit before tax

Avg. Rating

Gauge customer satisfaction

Total Tax

Monitor tax collected

Quantity Sold

Assess sales volume

Visuals and Their Insights

- Clustered Column: Sales by Product Line
- Clustered Bar Chart: Sales by Gender
- Line Chart: Monthly Sales Trends

- Donut Chart: Payment Method Distribution
- Slicers: Interactive Filters

Key Business Insights

Health & Beauty leads product lines

Peak sales: 2 PM to 5 PM

Ewallet preferred payment mode

Female customers spend slightly more

Average rating steady at ~7.1

Dashboard Screenshot



TOTAL SALES

QUANTITY SOLD

GROSS INCOME

TOTAL TAX

Average Customer Rating

0.31M

6K

15.38K

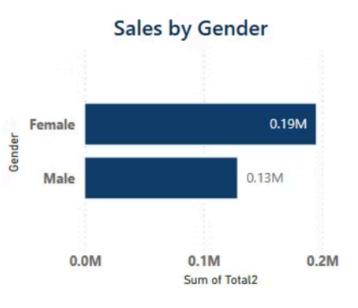
0.02M

6.97K









Filter by Date



Filter by Product Line

Product line	
All	~

Filter by Branch

Branch
Alex
Cairo

Filter by Customer Type

Customer type

Member

Normal