

# 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

	<b>Total Sales</b> Track total revenue		<b>Total Tax</b> Monitor tax collected
	<b>Gross Income</b> Measure profit before tax		<b>Quantity Sold</b> Assess sales volume
	<b>Avg. Rating</b> Gauge customer satisfaction		

# 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

