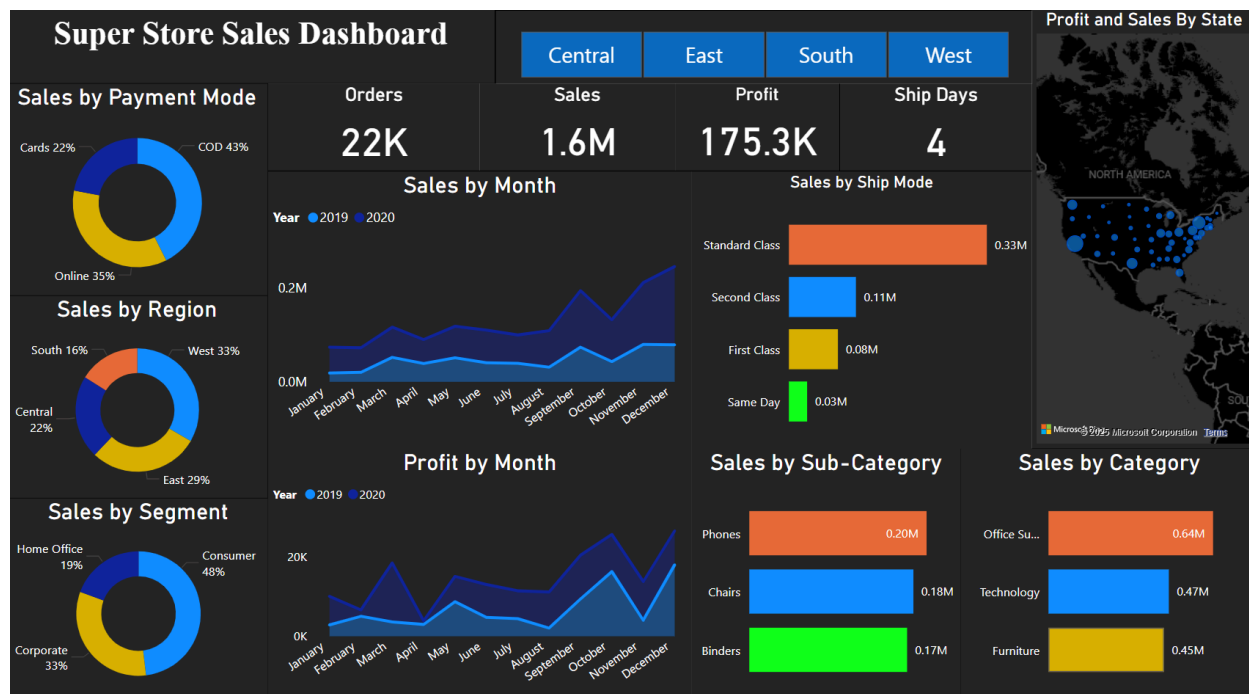


# Superstore Sales Dashboard in Power BI

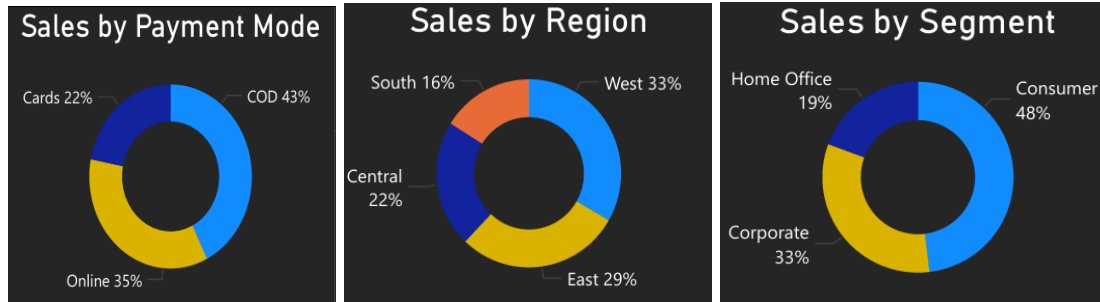
## Introduction



This document presents an interactive dashboard created in Power BI using the Superstore dataset, titled "**Super Store Sales Dashboard**." The dashboard visualizes sales, profit, and operational metrics across regions, segments, categories, and time. Below, I describe the visualizations, the data they represent, design choices, and insights.

## Visualizations and Design Choices

### 1. Donut Charts: Sales by Payment Mode, Region, and Segment



- **Sales by Payment Mode:** COD (43%), Online (35%), Cards (22%).
- **Sales by Region:** West (33%), East (29%), Central (22%), South (16%).
- **Sales by Segment:** Consumer (48%), Corporate (33%), Home Office (19%).

**Design Choice:** I used donut charts to show proportional distributions, with distinct colors for clarity and a compact layout to compare multiple dimensions.

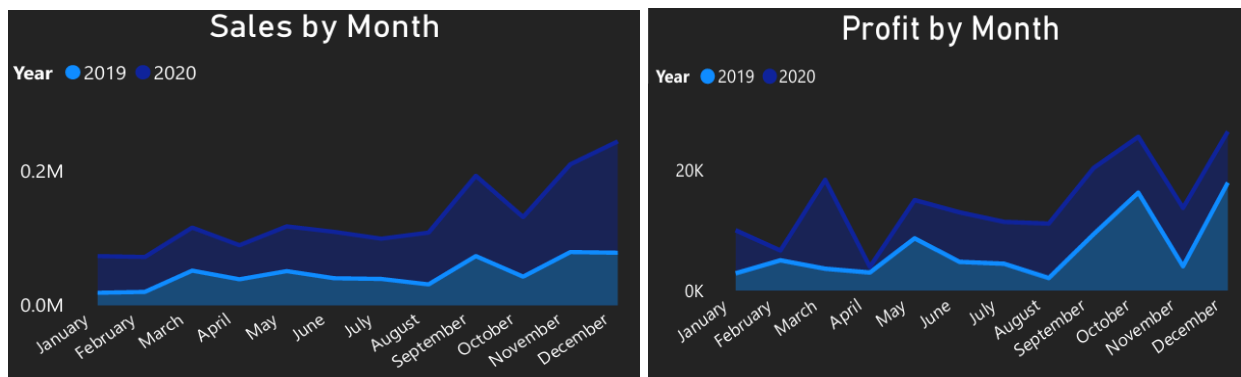
## 2. KPIs: Orders, Sales, Profit, and Ship Days

Orders	Sales	Profit	Ship Days
22K	1.6M	175.3K	4

Shows total **orders** (22K), **sales** (1.6M), **profit** (175.3K), and **average ship days** (4).

**Design Choice:** I included KPIs to provide a quick overview of key metrics, placed centrally for visibility.

## 3. Area Charts: Sales and Profit by Month

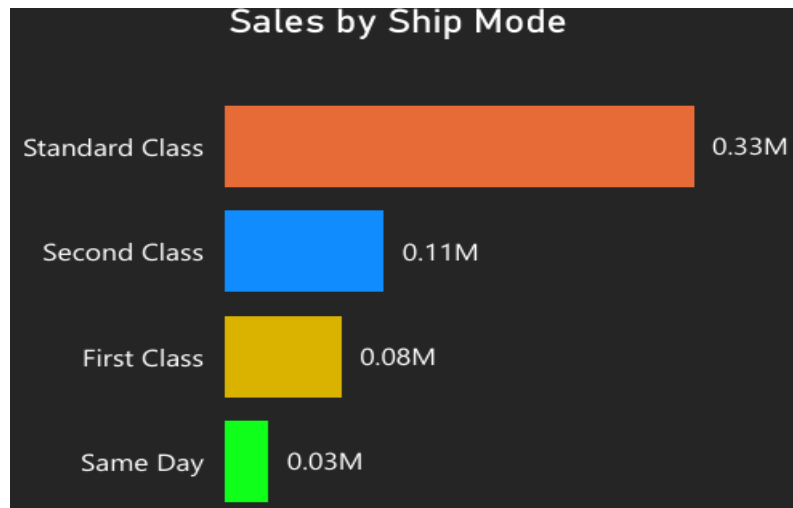


- **Sales by Month:** Compares 2019 and 2020, with peaks in November (0.2M in 2020).
- **Profit by Month:** Shows 2019 and 2020, with a peak in November 2020 (20K).

**Design Choice:** I used area charts to show trends over time, with overlapping years to compare performance and highlight seasonal patterns.

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#### 4. Bar Chart: Sales by Ship Mode

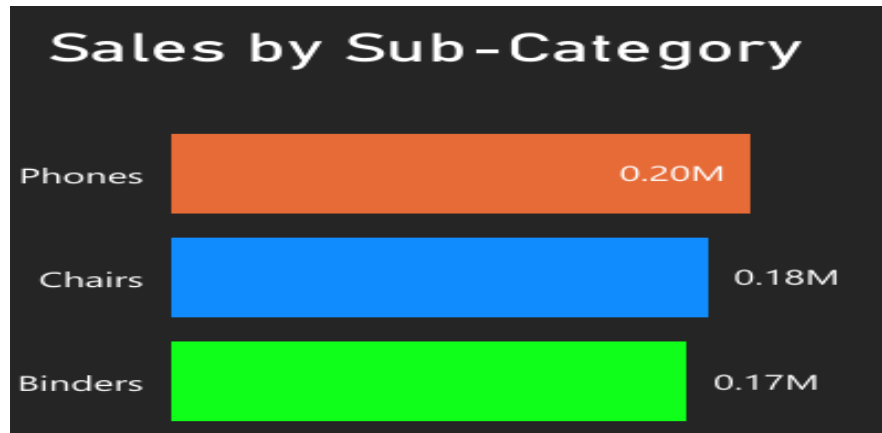


Shows sales by ship mode: **Standard Class** (0.83M), **Second Class** (0.41M), **First Class** (0.25M), **Same Day** (0.03M).

**Design Choice:** I chose a bar chart to compare sales across shipping modes, using colors to differentiate each mode for easy analysis.

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#### 5. Bar Chart: Sales by Sub-Category

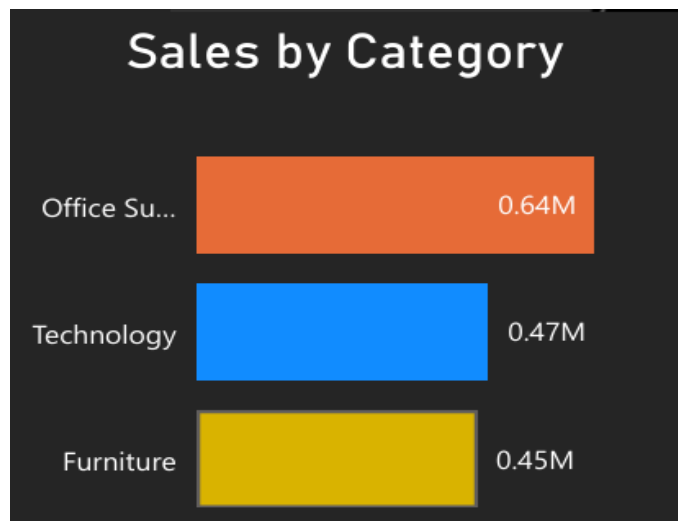


Shows top sub-categories: **Phones** (0.20M), **Chairs** (0.18M), **Binders** (0.17M).

**Design Choice:** I used a bar chart to highlight top-performing sub-categories, focusing on sales volume for quick identification.

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## 6. Bar Chart: Sales by Category

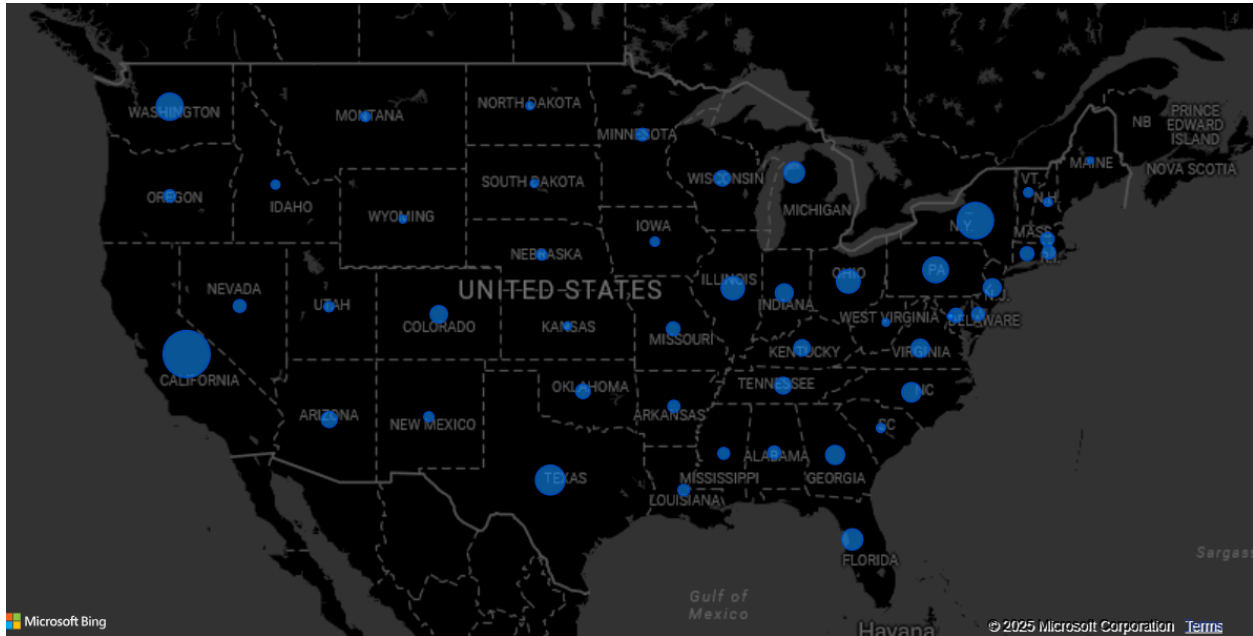


Shows sales by category: **Office Supplies** (0.64M), **Technology** (0.47M), **Furniture** (0.45M).

**Design Choice:** I included a bar chart to compare category-level sales, using colors to distinguish categories.

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## 7. Map: Profit and Sales by State



A bubble map of the U.S. showing profit and sales by state, with bubble size representing sales volume. States like California and New York have larger bubbles, indicating higher sales.

**Design Choice:** I used a bubble map to visualize geographic performance, with bubble size reflecting sales to highlight key markets.

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## Interactivity Features

The dashboard includes slicers for Region (Central, East, South, West) and Year (2019, 2020), allowing users to filter data dynamically. Interactive actions enable users to hover over charts for detailed tooltips, enhancing exploration.

**Design Choice:** I added slicers and tooltips to make the dashboard interactive, enabling users to focus on specific regions or years and gain deeper insights.

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## Insights Deduced

1. **Payment and Shipping Preferences:** COD is the most used payment mode (43%), and Standard Class shipping dominates (0.83M in sales), indicating customer preference for cost-effective options.
2. **Regional Performance:** The West and East regions lead in sales (33% and 29%), suggesting a focus on marketing efforts.

3. **Segment Contribution:** The Consumer segment drives nearly half of sales (48%), highlighting its importance to the business.
  4. **Seasonal Trends:** Sales and profit peak in November (0.2M sales, 20K profit in 2020), likely due to holiday shopping, but profit dips to negative in February, indicating potential cost issues.
  5. **Category and Sub-Category Leaders:** Office Supplies (0.64M) and Phones (0.20M) are top performers, while Furniture lags (0.45M), suggesting a need to optimize Furniture sales strategies.
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## Conclusion

The Superstore Sales Dashboard uses donut charts, KPIs, area charts, bar charts, and a map to analyze sales, profit, and operational metrics. These visualizations, along with slicers and tooltips, provide insights into payment preferences, regional performance, seasonal trends, and category contributions, helping identify areas for improvement.