**U.S. Retail Sales Performance**

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The attached dashboard created in Power BI gives information about **U.S. Retail Sales Performance**. The data comes from the “**Power BI Fundamentals**” course on Coursera.

The project analyses sales performance across different store types, locations, and departments within the United States. The graphs are created using a number of tables.

The component of this dashboard is as follows:

**1. Filter Panel (Top-Left Corner):**

* **Department Filter:**
  + A slicer is used to filter the data by different departments.
  + Departments listed include:
    - Clothing
    - Electronics
    - Garage
    - Kitchen
    - Other
  + Each department has a checkbox next to it, allowing users to filter the entire dashboard based on selected departments.

**2. Key Metrics (Top-Center):**

* **Total Sales YTD:**
  + Displays total sales year-to-date (YTD) as **1.39bn**.
* **Total Sales:**
  + shows overall sales as **4.05bn**.
* **Total Gross:**
  + Displays total gross as **2.22bn**.

**3. Map Visualization (Center-Left):**

* **Total Sales by Store Location and Store Type:**
  + A map of the United States with circular markers representing sales by location.
  + **StoreType** is color-coded:
    - CORE: Light Blue
    - DIGITAL: Dark Blue
    - LOCAL: Orange
  + The size of the circles corresponds to the sales volume in each location.

**4. Stacked Bar Chart (Top-Right):**

* **Total Sales by Store Location and Department:**
  + Stacked bar chart showing total sales segmented by department for each store location.
  + Departments are color-coded:
    - Clothing: Light Blue
    - Electronics: Orange
    - Garage: Purple
    - Kitchen: Pink
    - Other: Dark Blue
  + Store locations are listed along the x-axis, with sales volume on the y-axis.

**5. Clustered Column Chart (Bottom-Right):**

* **Total Sales by StoreType and Department:**
  + Clustered column chart showing total sales by StoreType (CORE, DIGITAL, LOCAL) and department.
  + Each department is represented by a different color.
  + **CORE** has the highest sales, followed by **DIGITAL** and then **LOCAL**.

These components together provide an interactive and comprehensive overview of sales performance by department, store location, and store type across the United States.