ELEVATE LABS DATA ANALYST INTERN TASK 2 (DAY 2 ON 08th APRIL 2025)
POWER BI DASHBOARD: https://app.powerbi.com/groups/me/reports/58145100-ed97-4e14-8a10-81712423bf71/7793e65aa8d9311f9ae3?experience=power-bi

1. Super Store Sales Dashboard

This dashboard offers an overview of sales performance across different dimensions:

✅ **Key KPIs**

Sales: 0.2M

Profit: 28.0K

Quantity: 3.1K

📌 **Breakdown Visuals**

Sales by Region: A donut chart showing regional contribution, with the **West** region contributing 100%.

Sales by State: Pie chart with the top states including **California (69.31%), Washington,** and **Colorado.**
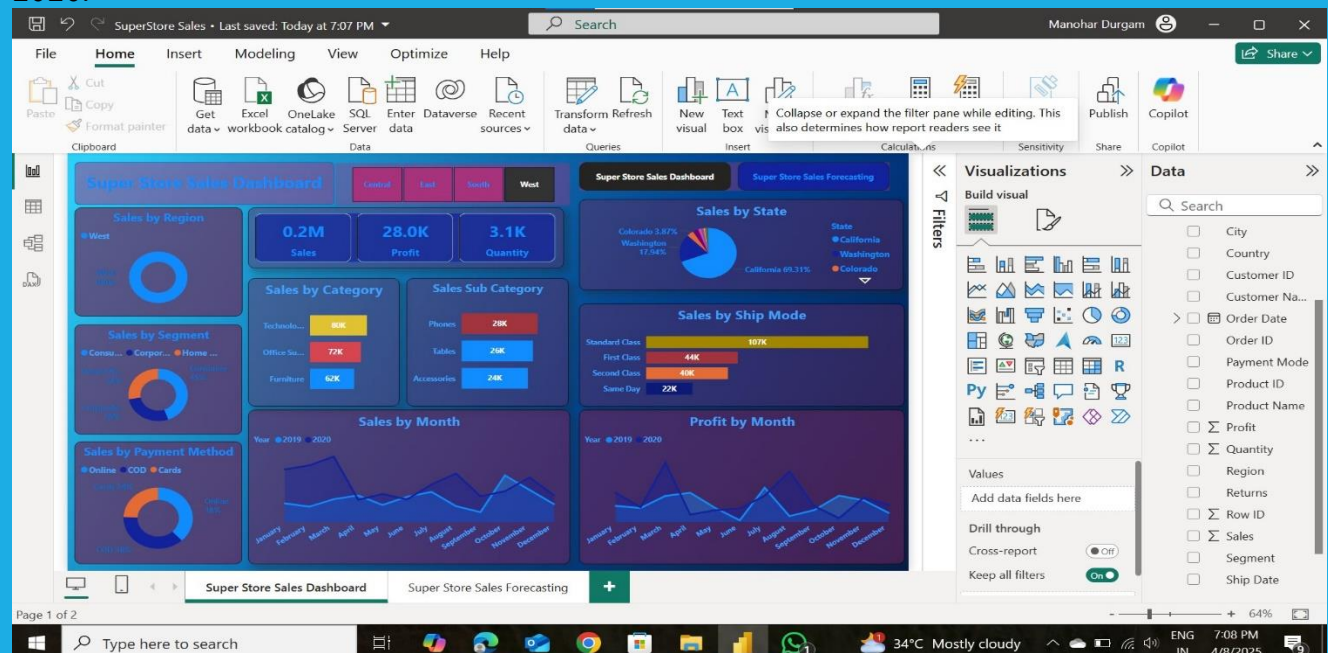
Sales by Segment: Consumer, Corporate, and Home Office segments with **Consumer** leading (45%).

Sales by Category/Sub-Category: Displays performance of categories like Technology, Office Supplies, and Furniture.

Sales by Payment Method: Donut chart splitting payment methods: **Online (38%), COD (38%), Cards (24%).**

Sales by Ship Mode: Bar chart showing shipment types with **Standard Class** being the most used.

Sales & Profit by Month: Time series line graphs showing monthly performance across 2019–2020.

🎯 **Insights:**

California is the leading state in sales.

Technology is the highest-selling category.

Standard Class shipping is preferred.

Consumer segment dominates the sales market.

2. Super Store Sales Forecasting Dashboard (15-Day Forecast)

This dashboard provides a short-term forecast and deeper trend analysis.

✅ **Key KPIs**

Sales: 0.6M

Profit: 70.1K

Quantity: 9.1K

📌 **Breakdown Visuals**

Sales by Region & Segment: Similar donut visuals as the first dashboard to track regional/segment-wise data.

Sales by Top 5 States: Pie chart featuring **California (43.39%), New York (20.93%), Texas,** and others.
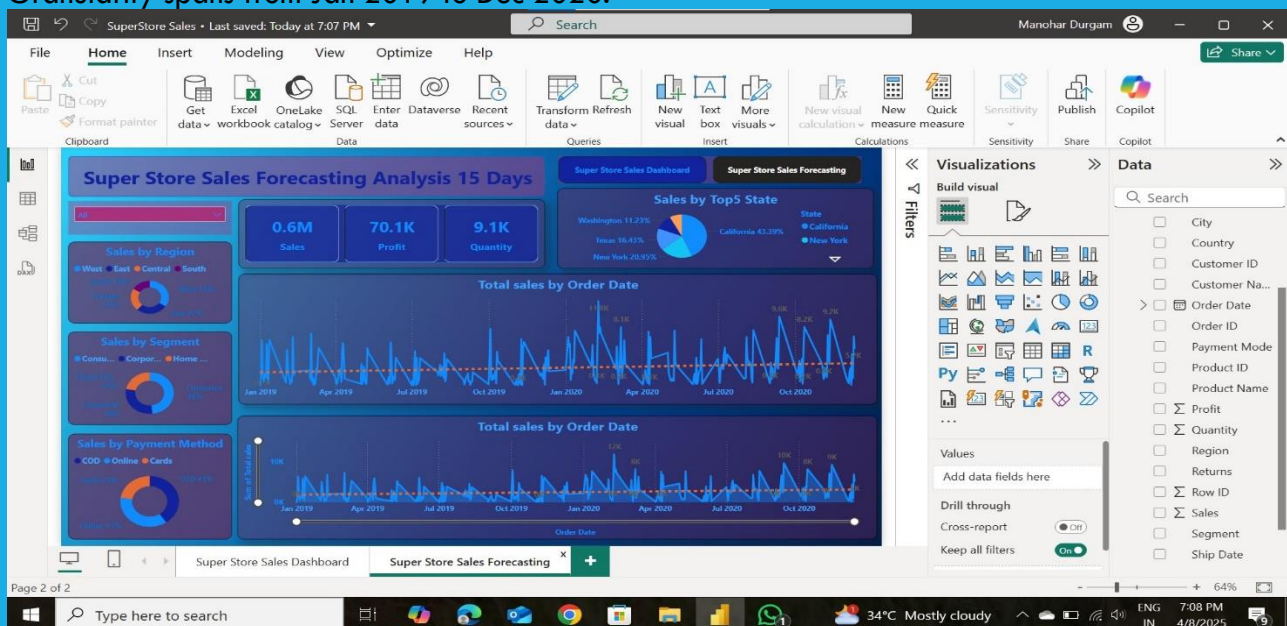
Sales by Payment Method: Shows method preference across customers.

Forecast Line Charts:

Total Sales by Order Date: Visualizes daily sales performance with trend lines.

Forecast trend line is included using the **Analytics pane** for prediction.

Granularity spans from Jan 2019 to Dec 2020.

📈 **Insights:**

Strong growth in sales observed from mid-2020.

California, New York, and Texas are the top-performing states.

Sales exhibit seasonality and periodic spikes.

💡 **Tools & Techniques Used**

Power BI Desktop

Time Series Line Charts

Pie/Donut Charts

Bar Charts

Forecast Line (Analytics Pane)

Slicers & Filters

Data Cleaning using Power Query

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