**ELEVATE LABS DATA ANALYST INTERN ON 11ᵗʰ APRIL 2025**

**POWER BI DASHBOARD PROJECT LINK:**

📘 **PAGE 1: Super Store Sales Dashboard**

This is your overall performance overview, with key metrics and segment breakdowns.

🔷 **KPIs at the Top:**

- **Total Sales (2.30M) – The sum of all sales transactions.**

- **Total Profit (286.40K) – Revenue minus cost, a direct measure of financial health.**

- **Profit Margin (0.12) – Profit ÷ Sales — a 12% margin, which helps assess profitability.**

- **Total Quantity (38K) – Total units sold — indicates sales volume, useful for logistics.**

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◼️ **Filters Panel (Left):**

- **Region Slicer (South, Central, West, East) – Allows users to analyze metrics regionally.**

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📊 **Charts:**

**1. Sales & Profit by Category (Bar Chart)**

- **Compares high-level product categories.**

- **Helps spot top-performing categories**

**2. Sales & Profit by Sub-Category**

- **More granular view**

- **Identifies specific items driving revenue or loss.**

**3. Sales by Ship Mode (Pie Chart)**

- **Visualizes how different delivery modes impact revenue.**

- **Good for supply chain and customer experience analysis.**

**4. Profit by Ship Mode (Donut Chart)**

- Same as above but focuses on profitability — some modes may be costlier.

## 5. Quantity, Profit & Sales by Discount (Bubble Chart)

- Each bubble = one level of discount.

- Shows how discounts affect sales and profits — helps in pricing strategy.

## 6. Sales & Profit by Region (Bar Chart)

- Geographic performance snapshot.

- Assists in regional planning, marketing allocation, and logistics.



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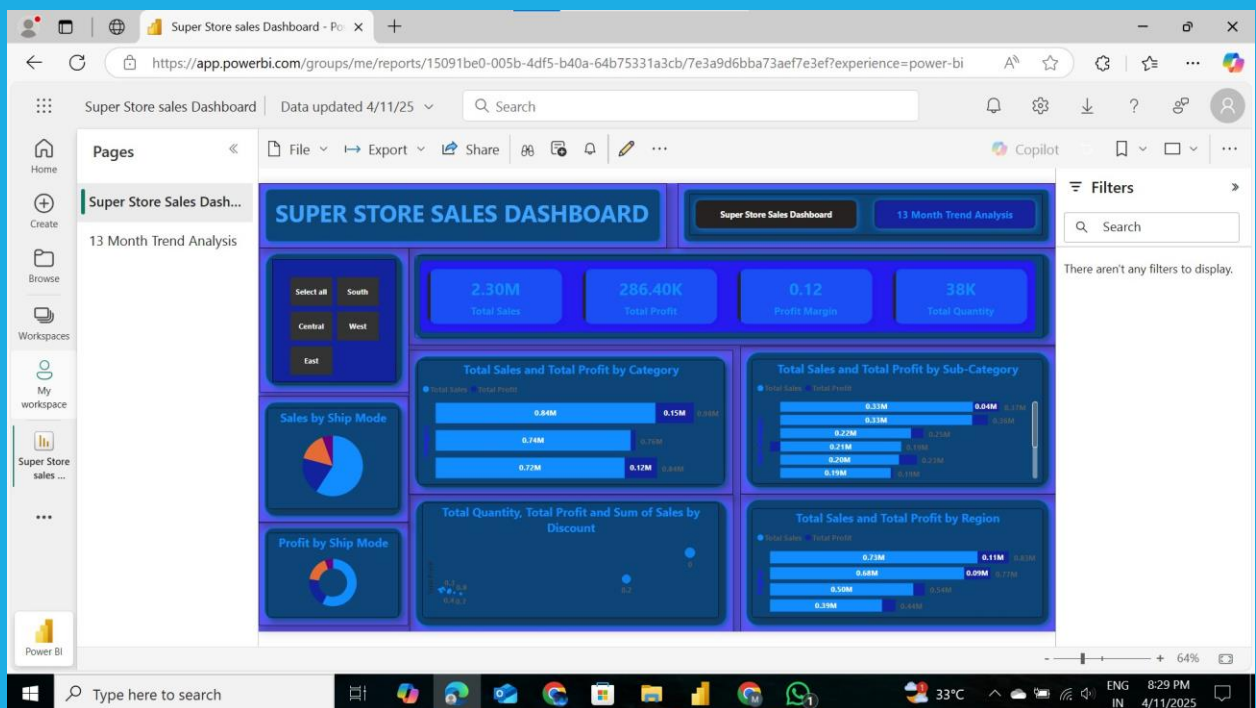
## 📘 PAGE 2: 13 Month Trend Analysis

This page focuses on time-series insights with slicers and trendlines — great for identifying growth, seasonality, and downturns.

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## 🔷 Slicers (Left Panel):

- Region, Month, Year — Let users drill down to specific time frames and locations.

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◇ **KPIs at the Top (Same as Page 1)**

**Repeated here for continuity while analyzing trends.**

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📈 **Charts:**

**1. 13 Month Sales vs Profit (Line Chart)**

- **Dual line for SalesLast13Months & ProfitLast13Months.**

- **Helps spot if profits are growing at the same pace as sales.**

- **Great for revenue/profit trend alignment.**

**2. Sales Trend Over Time (Line Chart)**

- **Shows changes in Total Quantity and Total Profit month-to-month.**

- **Useful for tracking spikes (e.g., holiday seasons).**

**3. Sales by Ship Mode (Pie Chart)**

- **Similar to Page 1 but scoped to the 13-month filtered data.**

**4. Profit by Ship Mode (Donut Chart)**

- **Helps detect profitable delivery options over recent months.**

**5. OrdersLast13Months by Order Date (Column Chart)**

- **Tracks how many distinct orders were placed each month.**

- **Reveals ordering frequency trends.**

**6. SalesLast13Months by Order Date (Line Chart)**

- **Month-wise sales total across the last 13 months.**

- **Useful for seasonality and demand forecasting.**
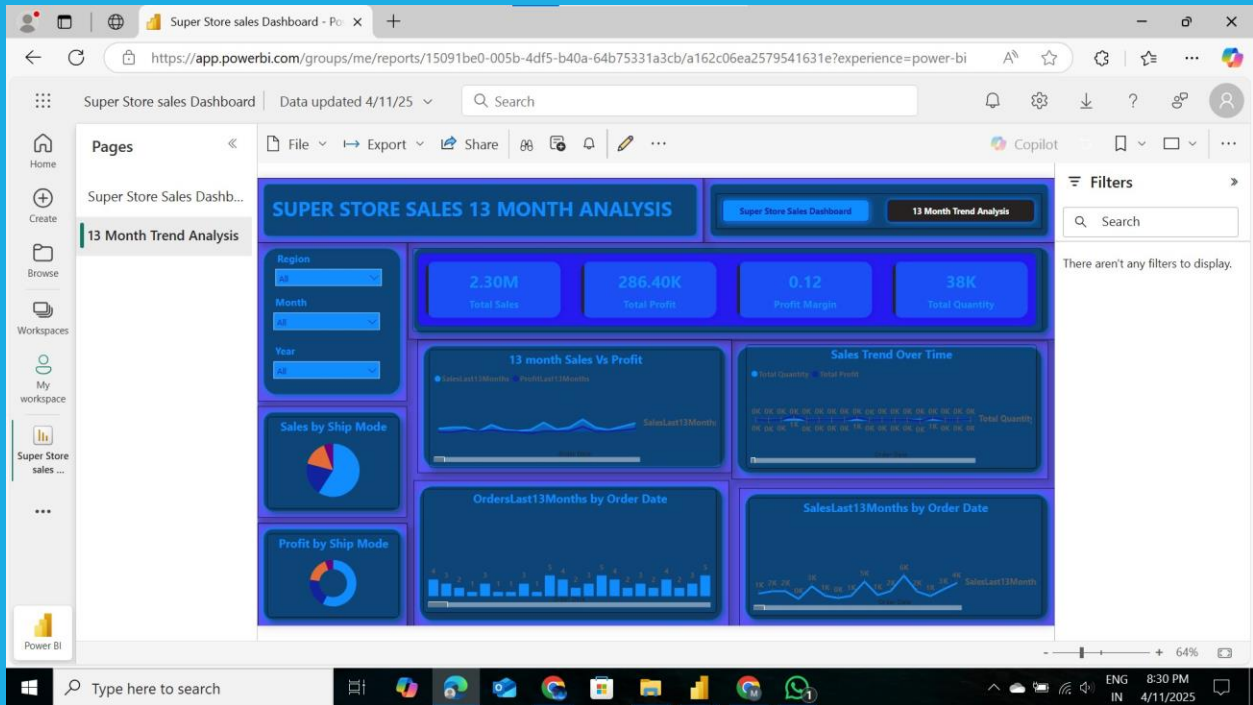
🧠 **Insights You Can Derive:**

- **Which categories and sub-categories are most/least profitable**

- **Regional breakdown of sales performance**

- **Sales & profit trends over 13 months**

- **Impact of shipping methods and discounts on profit**

- **Time-based order volume to plan inventory/logistics**


**THANK YOU BY DURGAM MANOHAR**

**POWER BI REPORT:** https://app.powerbi.com/groups/me/reports/15091be0-005b-4df5-b40a-64b75331a3cb/7e3a9d6bba73aef7e3ef?experience=power-bi

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