

# Supermarket Sales Dashboard: Power BI

The Supermarket Sales Dashboard is a visual representation of sales data gathered from various categories such as products, customers, regions, and payment modes. This dashboard provides a holistic view of the supermarket's performance, including metrics like sales, profit, quantity, and returns. It helps stakeholders quickly identify sales trends, regional performance, and customer segmentation.

## 1. Dataset Description

The dataset contains detailed sales transactions from a supermarket. The following are the columns in the dataset:

Column Name	Description
Order ID	Unique identifier for each sales order
Order Date	The date when the order was placed
Ship Date	The date when the order was shipped
Ship Mode	Shipping method used (Standard, First Class, etc.)
Customer ID	Unique identifier for each customer
Customer Name	Full name of the customer
Segment	Customer segment (Consumer, Corporate, Home Office)
Country	Country where the sale took place
City	City where the sale was made
State	State where the sale was made
Region	Geographical region (Central, East, South, West)
Product ID	Unique identifier for each product
Category	Product category (Office Supplies, Furniture, Technology)
Sub-Category	Sub-category of products (e.g., Phones, Chairs, etc.)
Product Name	Name of the product
Sales	Sales revenue from the product
Quantity	Number of items sold
Profit	Profit earned from the sale
Returns	Indicates if the product was returned
Payment Mode	Payment method used by the customer (Online, Cards, COD)

## 2. Dashboard Overview

The main objective of the Supermarket Sales Dashboard is to provide insights into the following aspects:

- Sales by Category:** Visualizes sales distribution across product categories such as Office Supplies, Furniture, and Technology.

- **Sales by Payment Mode:** Shows the percentage of sales using different payment methods like Online, Cards, and COD.
- **Sales by Segment:** Breakdown of sales by customer segments (Corporate, Home Office, Consumer).
- **Sales by Sub-Category:** Displays which sub-categories (e.g., Phones, Chairs, Binders) are performing well.
- **Sales by Ship Mode:** Provides insights into sales distribution based on shipping modes.
- **Sales by State:** Highlights the states contributing the most to sales and profit on a geographical map.



### 3. Technical Details

#### 3.1 Data Source

The dataset was uploaded as a CSV file named **SuperStore\_Sales\_Data.csv**.

#### 3.2 Tools and Technologies

- **Power BI:** Used to develop the dashboard with interactive visualizations.
- **Power Query:** Applied for data transformation and cleaning.

#### 3.3 Design Considerations

- The design uses **clear and simple color schemes** to differentiate between categories and segments.
- **Pie charts and bar charts** are used to ensure easy comprehension of data distribution.
- A **Map Visual** allows users to identify sales trends by geographical location efficiently.

### 4. Conclusion

The Supermarket Sales Dashboard provides valuable insights into product performance, customer behavior, and regional sales trends. It helps stakeholders understand how payment modes, shipping methods, and product categories affect overall sales and profitability. This interactive tool can be used to drive data-driven decisions for inventory management, marketing, and customer engagement strategies.