Sales Dashboard

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The data from this dashboard was retrieved from the Superstore Sales dataset on kaggle.com (link: https://www.kaggle.com/rohitsahoo/sales-forecasting)

There are a total of 9800 rows and 18 columns containing:

- Row ID
- Order ID
- Order Date
- Ship Date
- Ship Mode
- Customer ID
- Customer Name
- Segment (Corporate, Home Office, Consumer)
- Country
- City
- State
- Postal Code
- Region
- Product ID
- Category (Furniture, Office Supplies, Technology)
- Sub-category
- Product Name
- Sales

There was a single data table, containing the rows listed above, organized as a fact table in Excel (using Inset > Table).

Data Prep in Excel

One major issue with the data was the Ship Date and Order Date columns contained dates in 2 different formats. Half of the dates were recognized as dates, and the other half were recognized as text.

To reformat all dates, I sorted the dates recognized as text and used Data > Text to Columns. It's important to note that the dates in this dataset are in the dd/mm/yyyy format. I converted the dates to mm/dd/yyyy. The dates recognized as dates were also reformatted to mm/dd/yyyy.

The data in the Sales column were reformatted as currency (USD) with 2 decimal places.

Finally, I created a ShipSpeed column that measured the number of days between the Order Date and Ship Date.

In Power BI

Because the data were all contained in a single fact table, no modelling was necessary. I did however, reclassify the Postal Code column as a Postal Code.

Calculations

The following calculations were created using DAX (data analysis expressions) formulas.

Orders – a simple DISTINCTCOUNT function around Order ID

```
Orders = DISTINCTCOUNT(storesales[Order ID])
```

Total Units – a simple COUNT function around Order ID

```
TotalUnits = COUNT(storesales[Order ID])
```

Ship Speed Frequency – a simple COUNT function around Ship Speed *this is for the histogram plot

```
ShipSpeedFrequency = COUNT(storesales[ShipSpeed])
```

Dashboard

The final dashboard consists of 2 different pages. The first page focuses primarily on sales and shows the changes in sales over time and across different regions, the categories, sub-categories, and segments accruing the most sales, and top customers. The second page focuses on order volume and shipping and displays the most frequently used shipping methods, how order volume changes over time, order volume by state, and top selling products based on units sold.

A pdf of the Sales Dashboard can be found in the ‘PowerBIDashboards’ repository on my Github.