



# **Superstore Sales Dashboard Report**

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# 1. Overview

This document is a summary of a dashboard created to analyze Superstore sales data using Power BI.

## 2. Dashboard Components

- Monthly Sales and Profit by Year (Line Charts)
- Sales by Segment, Payment Mode (Pie Charts)
- Sales by Category and Sub-Category (Bar Charts)
- Regional Performance Map
- Shipping Mode Breakdown

## 3. Key Insights

This report presents a visual overview of Superstore's sales performance using interactive dashboards created in Power BI.

The dashboard includes the following key insights:

- Consumer segment generates the most sales (~48% of total)
- December is the peak sales month across years
- Standard Class is the most used shipping method
- Phones and Office Supplies lead in sub-category sales
- Several states report negative profits, indicating potential issues

The report is based on sales data from 2019 and 2020, visualized through bar charts, line charts, maps, and pie charts.