Power BI Assignment

Super store sales dashboard analysis

To analyse the key performance indicators, interpret data distributions, and formulate actionable business strategies based on the Super Store Sales Dashboard visualization.

Executive Summary: Core Performance Metrics

Begin by establishing the overall context of the Super Store's health. This section summarizes the current state using the main KPI cards.

• Total Performance Snapshot: Identify and state the total values for Orders, Total Sales, Total Profit, and Ship Days. Use these figures to calculate the approximate Profit Margin.

Customer and Payment Segmentation Analysis

This section dives into the specifics of who is buying and how they are paying, based on the left side of the dashboard.

• Customer & Regional Focus: Analyse the distribution of sales across the three Customer Segments. Identify the segment that contributes the most to sales and discuss its importance to the business. Separately, interpret the Sales by Region filter (Central, East, West, South) to determine which regions are currently in focus or which one is the dominant performer based on the visual distribution.

• Payment Mode Efficiency: Examine the Sales by Payment Mode chart. Identify the top and bottom payment modes. Briefly recommend a strategy to shift customer preference toward the most profitable or efficient payment method, if necessary, based on the current distribution.

Monthly Trends and Seasonality:

Interpret the Sales by Month and Profit by Month line charts. Describe the overarching trend observed over the displayed months. Note any specific outlier month where profit or sales experienced a significant, unusual spike or dip, and briefly hypothesize a reason

Geographic Hotspots:

Analyse the Profit and Sales by State map. Identify at least two states that appear to be key profit centres and at least two states that represent areas of low sales or profit. Explain why this geographic disparity is important for the Super Store's logistical or marketing strategies.

Product Hierarchy Performance:

Analyse the Sales by Category bar chart and rank the three main categories (Office, Furniture, Tech) by sales performance. Then, examine the Sales by Sub-Category chart to identify both the top-selling and the bottom-selling sub-product.

Drill-through

To enhance data exploration and detailed analysis, the Power BI report incorporates a dedicated Drill-Through page. This functionality allows users to move beyond the summarized visuals, such as the Sales by Category chart, and seamlessly navigate to a detailed view. By right-clicking a specific category (like "Office Supplies"), the user is automatically taken to the Drill-Through page, which dynamically filters the Customer Name table to show only the associated sales and profit data, enabling deeper scrutiny of individual customer performance within that segment.