■ Enterprise Sales Analytics Dashboard – Summary

This project analyzes **Superstore sales data** using **MySQL, Python, and Power BI**. The final deliverable is a **4-page interactive dashboard** designed for management, market teams, and analysts.

Page 1 – Sales Overview

■ Purpose: Provide executives with a quick revenue & profit snapshot.
KPIs: Total Sales, Total Profit, Profit Margin (%)
Visuals: Sales Trend Over Time, Sales by Region (Map), Sales vs Profit by Category
■ Insight: Quickly shows business performance across time & categories.

Page 2 – Market Analysis

■ Purpose: Compare performance across markets & regions.
KPIs: Best Market, Worst Market, Highest Profit Market
Visuals: Treemap, Bar Chart (Sales by Region), KPI Cards
■ Insight: Identifies strong & weak performing markets.

Page 3 – Customer Analysis

■ Purpose: Understand customer behavior and profitability.
KPIs: Total Customers, Top Customer by Sales, Average Order Value (AOV)
Visuals: Top 10 Customers by Sales, Scatter Plot (Sales vs Profit), Segment Distribution (Pie Chart)
■ Insight: Reveals most valuable customers and segments.

Page 4 – Product Analysis

■ Purpose: Evaluate product-level sales & profitability.
KPIs: Top Product by Sales, Top Product by Profit, Lowest Margin Product
Visuals: Top 10 Products (Sales & Profit), Scatter Plot (Sales vs Margin), Treemap/Table
■ Insight: Helps identify best-selling and loss-making products.

Conclusion:

This dashboard transforms raw sales data into meaningful insights.
- Executives → high-level overview (Page 1)
- Market teams → analyze regional performance (Page 2)
- Customer success teams → identify key customers (Page 3)
- Product managers → track product profitability (Page 4)