# Problem Statement SuperStore Sales Dashboard

## 1. Background

In today’s competitive retail environment, businesses generate vast amounts of sales data across various product categories, customer segments, and regions. However, raw data often lacks clarity and usability for quick decision-making. Managers and analysts require interactive dashboards to identify sales trends, profit margins, and operational performance metrics in real time.

## 2. Problem Definition

The SuperStore dataset contains valuable information about sales, profits, customers, products, shipping modes, and payment methods. However:

* Data is scattered across multiple dimensions (region, segment, category, sub-category, etc.)
* No consolidated view exists for decision-makers to quickly monitor KPIs and identify opportunities.
* It is difficult to spot seasonal trends, profitable product lines, and underperforming areas without data visualization.

## 3. Objective

The objective of this project is to design and develop a Power BI Sales Dashboard that:

* Centralizes sales data for easier access and monitoring.
* Tracks KPIs such as Orders, Sales, Profit, Customers, and Shipping Days.
* Visualizes trends and patterns in sales and profit over time.
* Analyzes performance by payment mode, shipping method, region, and product category.
* Enables interactive filtering to compare different regions, time periods, and categories.

## 4. Scope

The dashboard will include:

* KPI Cards – Orders, Profit, Sales, Ship Days, Customers.
* Trend Charts – Sales and profit by month (2019 vs. 2020).
* Category & Sub-category Insights – Sales and profit contribution.
* Geographical Analysis – Sales by region.
* Operational Insights – Sales by payment mode and shipping mode.

## 5. Target Users

* Business Managers – For quick decision-making.
* Sales Teams – To monitor product performance.
* Supply Chain Teams – To optimize shipping modes and timelines.
* Finance Teams – To assess profitability and revenue patterns.

## 6. Expected Outcomes

* A visually appealing and interactive dashboard.
* Ability to filter and drill down into specific data segments.
* Improved data-driven decision-making process.
* Clear understanding of profitable areas and growth opportunities.

## 7. Tools & Technologies

* Power BI Desktop – For data cleaning, modeling, and visualization.
* Power Query Editor – For transformation and preparation of dataset.
* DAX (Data Analysis Expressions) – For creating calculated measures.
* SuperStore Dataset – Public dataset for analytics practice.

## 8. Success Criteria

* The dashboard loads and responds to filters in real time.
* KPIs are accurately calculated using DAX measures.
* Users can easily identify top-performing regions, categories, and products.
* Insights are clear enough to guide business strategy without additional analysis.