

SuperStore Sales Dashboard Report

Project Title: SuperStore Sales Dashboard | Power BI Project

Project Overview:

Designed and developed an interactive Power BI Dashboard to analyze and visualize Super Store sales data across multiple business dimensions. This project demonstrates end-to-end data analysis skills including data cleaning, transformation, visualization, and generating business insights.

Objective:

To provide key business insights on sales performance, profit trends, customer segments, shipping analysis, and future sales forecasting for a retail business.

Tools & Technologies Used:

- Power BI Desktop
 - Power Query (ETL)
 - DAX (Data Analysis Expressions)
 - Time Series Forecasting Model
 - Data Visualization Best Practices
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Key Features of the Dashboard:

- KPI Cards: Total Sales, Profit, Orders, and Average Delivery Days
- Sales & Profit Analysis by Category, Sub-Category, Region, and State
- Monthly Sales & Profit YoY Comparison
- Customer Segment & Payment Mode Analysis
- Shipping Mode Performance
- Sales Forecast for the next 15 days using built-in Power BI forecasting

- Interactive Filters and Drill-Down Features for Dynamic Analysis
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Business Insights:

- Identified top-performing states and categories contributing maximum sales.
 - Analyzed profit fluctuations across months and years.
 - Highlighted customer segment behavior and preferred payment modes.
 - Provided actionable insights for better shipping strategy and sales forecasting.
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Outcome:

A clean, modern, and interactive Power BI Dashboard that enables business stakeholders to make data-driven decisions effectively.

Designed by *Pabitra Mandal*

Role: Data Analyst

Portfolio Project