

NAME: PRAMODKUMAR P KOLUR

INTERNSHIP TASK-1 (FUTURE_INTERNS)

Superstore Analytics Dashboard Project Description:

- Developed an interactive Superstore Analytics Dashboard in Power BI to provide real-time insights, enabling the sales team to track performance and make data-driven decisions.
- Connected Superstore dataset (10,000+ rows, 20 columns) from local system and performed data exploration to understand structure and requirements.
- Executed ETL process (Extract, Transform, Load) using Power Query Editor, including data cleaning and preparation.
- Built a Date Dimension table using DAX expressions with Time Intelligence functions (CALENDAR(), YEAR(), MONTH(), EOMONTH()), and created calculated fields for Year and Month.
- Designed the data model by establishing relationships between fact and dimension tables through the Date column.
- Created Key KPIs: Sales, Profit, % Returned Orders, Previous Year Sales, Previous Year Profit, and Previous Year % Returned Orders.
- Designed visualizations such as:
 - Sales vs. Previous Year Over Time
 - Profit by Product Category
 - Profit by State
 - Sales by Customer Segment
- Added interactive slicers (Year and Region) to enhance user experience and drill-down capabilities.
- Derived key business insights from the dashboard:
 - ❖ Top 3 most profitable products: Copiers, Accessories, Phones
 - ❖ Bottom 3 least profitable products: Tables, Bookcases, Supplies
 - ❖ Consumer Segment contributed the highest revenue.

