**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.