**Objective**

To create a visual report that conveys a **compelling data story** using charts and graphs, focused on uncovering **business insights** from Superstore sales data.

**Dataset Used**

**Sample - Superstore.csv**  
Contains transactional sales data including:

* Order information (date, ID, region)
* Product details (category, sub-category)
* Financials (sales, profit, quantity, discount)
* Customer demographics

**Tools Used**

* **Power BI Desktop**
* PowerPoint (for storyboard)
* Optional: Canva for visual touch-up

**Visuals Created**

1. **Sales by Region** – Highlights regional revenue performance.
2. **Profit by Category** – Shows profitability across main product categories.
3. **Sales vs. Profit by Sub-Category** – Compares sales volume vs. profit contribution.
4. **Monthly Sales Trend** – Reveals seasonality and growth over time.
5. **Top 10 Products** – Lists best-performing products by total sales.
6. **KPI Cards** – Total Sales, Total Profit, Number of Orders for high-level overview.

**Key Insights**

* **West Region** leads in sales performance.
* **Phones and Chairs** are top sub-categories in both sales and profit.
* **Tables** sell well but generate **negative profit**.
* **November and December** see consistent sales spikes — ideal for seasonal campaigns.