

Superstore Sales Analysis Report

1. Dataset to Use

Kaggle Dataset: [Superstore Dataset \(click to open\)](#)

File: Sample - Superstore.csv

Key Columns:

Column	Description
Order ID	Unique order number
Order Date	Date of order
Ship Date	Shipping date
Customer Name	Customer who made the purchase
Segment	Customer segment (Consumer, Corporate, Home Office)
Region	Geographic region (East, West, Central, South)
Category	Main product category
Sub-Category	Subdivision of product category
Sales	Sales revenue for the order
Profit	Profit earned
Quantity	Quantity sold
Discount	Discount applied

2. Data Cleaning & Preparation

In Power BI:

1. **Load the dataset:.**
2. **Check data types:**
3. **Create new columns (DAX):**

Year = YEAR('Superstore'[Order Date])

Month = FORMAT('Superstore'[Order Date], "MMM")

Quarter = "Q" & FORMAT('Superstore'[Order Date], "Q")

Profit Margin = $\text{DIVIDE}(\text{SUM}(\text{'Superstore'['Profit']}), \text{SUM}(\text{'Superstore'['Sales']})) * 100$

3. Dashboard Layout Designs

HEADER SECTION (Top Row)

Title:

“ Sales Performance Dashboard – Superstore”.

SECTION 1: KPI Cards (Top Metrics)

Metric	Formula	Visualization Type
Total Sales	$\text{SUM}(\text{Sales})$	Card
Total Profit	$\text{SUM}(\text{Profit})$	Card
Profit Margin (%)	$(\text{Profit} \div \text{Sales}) \times 100$	Card
Total Orders	$\text{DISTINCTCOUNT}(\text{Order ID})$	Card

SECTION 2: Sales Trends

Visualization: Line Chart

- **X-axis:** Month or Order Date
- **Y-axis:** Sales
- **Legend :** Region

This shows how sales vary over time across the regions.

◆ SECTION 3: Sales by Category

Visualization: Clustered Column Chart

- **X-axis:** Category
- **Y-axis:** Total Sales

Helps identify which categories drive most revenue.

SECTION 4: Regional Performance

Visualization: Map or Filled Map

- **Location:** State

Highlights high-performing states/regions.

SECTION 5: Top 10 Products

Visualization: Bar Chart

- **X-axis:** Total Sales
- **Y-axis:** Product Name
- **Sort:** Descending

Quickly identifies best-selling products.

SECTION 6: Sales Target

Visualization: KPI

- **Value :** Total Sales
- **Trend Axis :** Year

Shows whether the sales has reached the target or not.

5. Business Insights

📍 The West region contributes 35% of total revenue — the highest among all.

💼 The Technology category drives the most sales.

📊 Sales peak in 2016-2017 in all the region.