

# Superstore Sales Dashboard – Internship Task 1

Data Science & Analytics Internship – FUTURE Program

Prepared by: Priyanshu Chaubey

Date: 09 September 2025

## 1. Introduction

This report presents the analysis conducted as part of the Data Science & Analytics internship program. The objective of this task was to analyze e-commerce sales data from a superstore using Power BI. The goal is to help business owners and decision-makers understand sales trends, best-selling products, and revenue contribution by regions and customer segments.

## 2. Dataset Description

The dataset includes historical transaction data containing product names, categories, customer information, regional sales, and profit metrics. It was cleaned using Microsoft Excel before importing into Power BI for further analysis.

## 3. Tools Used

- Power BI Desktop – Used for data visualization, dashboard creation, and storytelling.
- Microsoft Excel – Used for cleaning and formatting the dataset.

## 4. Methodology

### 1. Data Cleaning

Duplicate entries and missing data were removed. Column names were standardized.

### 2. Data Import & Transformation

The dataset was imported into Power BI and transformed using Power Query. DAX formulas were used to create calculated fields.

### 3. Visualization Creation

Interactive charts like bar graphs, pie charts, and trend lines were developed. Filters for regions, categories, and years were implemented.

### 4. Insights Generation

Patterns and trends were analyzed to answer key business questions.

## 5. Key Insights

### - Best-Selling Categories

Technology and Office Supplies were top-performing categories.

### - Sales Trends

Sales peaked significantly in the year 2014, revealing opportunities for planning seasonal campaigns.

### - Region Contribution

The United States contributed the most to total revenue and profit.

### - Customer Influence

Certain customers, such as Sean Miller and Adrian Barton, were high-value contributors to sales.

## 6. Recommendations

- Focus marketing efforts on high-performing categories like Technology.
- Plan seasonal campaigns based on peak sales periods.
- Offer personalized services to high-value customers for better retention.
- Explore strategies for expanding into underperforming regions.

## 7. Conclusion

This analysis helps stakeholders gain deeper insights into sales patterns, customer behavior, and revenue streams. The interactive dashboard allows users to explore the data effectively and make informed business decisions.

## 8. Appendix – Files Included

- Superstore\_Sales\_Dashboard.pbix – Power BI file containing the interactive report.
- Dataset.xlsx – Dataset used in the analysis.
- Report.pdf – This document summarizing the findings.
- Screenshots/ – Images highlighting key visuals.