■ Sales Dashboard – Power BI

■ Objective

The objective of this project is to design a professional and interactive business dashboard using Power BI that enables stakeholders to analyze sales and profit performance across regions, categories, and customer segments. The dashboard emphasizes clarity, interactivity, and storytelling with data.

■ Dataset

• Source: Sample Superstore Dataset
• File Used: sample_superstore1.xlsx
• Description: The dataset contains transaction-level sales records with details such as:

- Order Date
- Region
- Segment
- Category & Sub-Category
- Sales
- Profit

■ Key Performance Indicators (KPIs)

- Sum of Sales by Category
- Sum of Sales by Segment
- Sum of Profit by Region
- Sum of Sales by Sub-Category
- % of Profit Contribution by Region

■ Dashboard Features

- KPI Cards: Show high-level metrics such as Sales by Category, Sales by Segment, Profit by Region, etc.
- Charts & Visuals: Bar Chart (Sales by Region), Clustered Column Chart (Sales & Profit by Category), Donut Chart (Profit % by Category), Line Chart (Sales by Year and Quarter), Area Chart (Profit by Region).
- Filters (Slicers): Dashboard can be filtered by Segment (Consumer, Corporate, Home Office).
- Interactivity: All visuals are connected, updating dynamically with slicer selection.
- Visual Hierarchy: Top row → KPI Cards (summary), Middle → Category/Region breakdowns, Bottom → Time trends and Profit distribution.

■ Insights from Dashboard

- Technology category achieved the highest sales (~406K), followed by Furniture and Office Supplies.
- West region generated the highest sales (~0.36M), while the South region showed the lowest (~0.20M).

- Profit contribution is highest from the West (57K) and lowest in the Central region (9K).
- Furniture category has decent sales but very low profit (~7K).
- Sales trend shows strong growth in recent quarters, peaking at ~123K in the latest quarter.
- Consumer segment drives the majority of sales compared to Corporate and Home Office.

■ Tools Used

- Power BI Desktop – For dashboard development
- Excel (.xlsx) Dataset – Sales transaction data
- GitHub – For version control and project submission

■ Files in Repository

- Sales_Dashboard.pbix → Power BI dashboard file
- sample_superstore1.xlsx → Dataset used
- screenshots/ → Dashboard screenshots
- README.md → Project documentation

■ Learning Outcomes

- Build a professional interactive dashboard in Power BI
- Convert raw Excel data into clear business insights
- Use slicers and filters for interactivity
- Apply visual hierarchy to improve storytelling with data
- Compare sales and profit across multiple dimensions (Region, Segment, Category, Sub-Category, Time)

■ This project demonstrates my ability to design effective BI dashboards that help stakeholders quickly understand performance and make informed business decisions.