DATA ANALYST

Intenship Task 13

DESCRIPTION

The task involved creating an interactive KPI-based business intelligence dashboard using the Superstore retail dataset in Power BI. Key performance indicators such as total sales, total profit, and profit margin were developed. Visualizations were designed to track sales trends, category performance, regional analysis, and top-performing products.

MY WORK

In this task, I imported and cleaned the Superstore retail dataset in Power BI Desktop. I created essential KPI measures including total sales, total profit, and profit margin using DAX formulas. An interactive dashboard was built with KPI cards, line charts for sales trends, bar charts for category and region performance, and a table showing the top 10 products by sales. Slicers were added to allow dynamic filtering by date, region, and category. A business insights section was included to highlight key findings. The final dashboard was exported as a PDF for reporting and presentation purposes.

PREPARED BY

Reema Safrin M
(06-02-2026)

DATASET USED

superstore dataset

Sales Performance Analysis Dashboard

286.40K
Total Profit

2.30M
Total Sales

0.12
Profit Margin

Total Sales by Year

Total Sales by Category

Total Sales by Region

INSIGHTS
- Technology category leads in sales
- West region performs highest
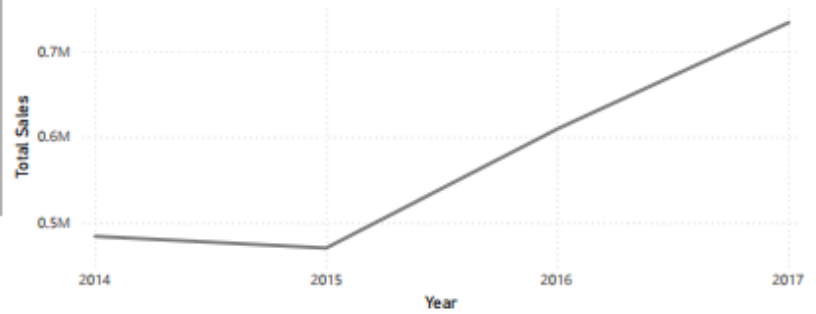- Sales peak in end of year

Region, Category, Order_...
- [ ] Central
- [ ] East
- [ ] South
- [ ] West