DATA ANALYST

Intenship Task 7

DESCRIPTION

This task involved creating a mini interactive dashboard using Power BI. The Global Superstore dataset was loaded, cleaned, and analyzed to visualize sales and profit performance. Key metrics, bar charts, line charts, and slicers were used to present business insights clearly.

PREPARED BY

Reema Safrin M
(26-01-2026)

MY WORK

IIn this task, I used Power BI Desktop to design an interactive sales and profit dashboard using the Global Superstore dataset. The dataset was imported and verified in Power Query for correct data types. Calculated measures such as Total Sales and Total Profit were created using DAX formulas. Various visualizations including bar charts for sales by category and region, and a line chart for profit trends over time were added. KPI cards were used to highlight key metrics, and slicers were implemented for interactive filtering. The dashboard was arranged professionally and exported as a PDF for submission.
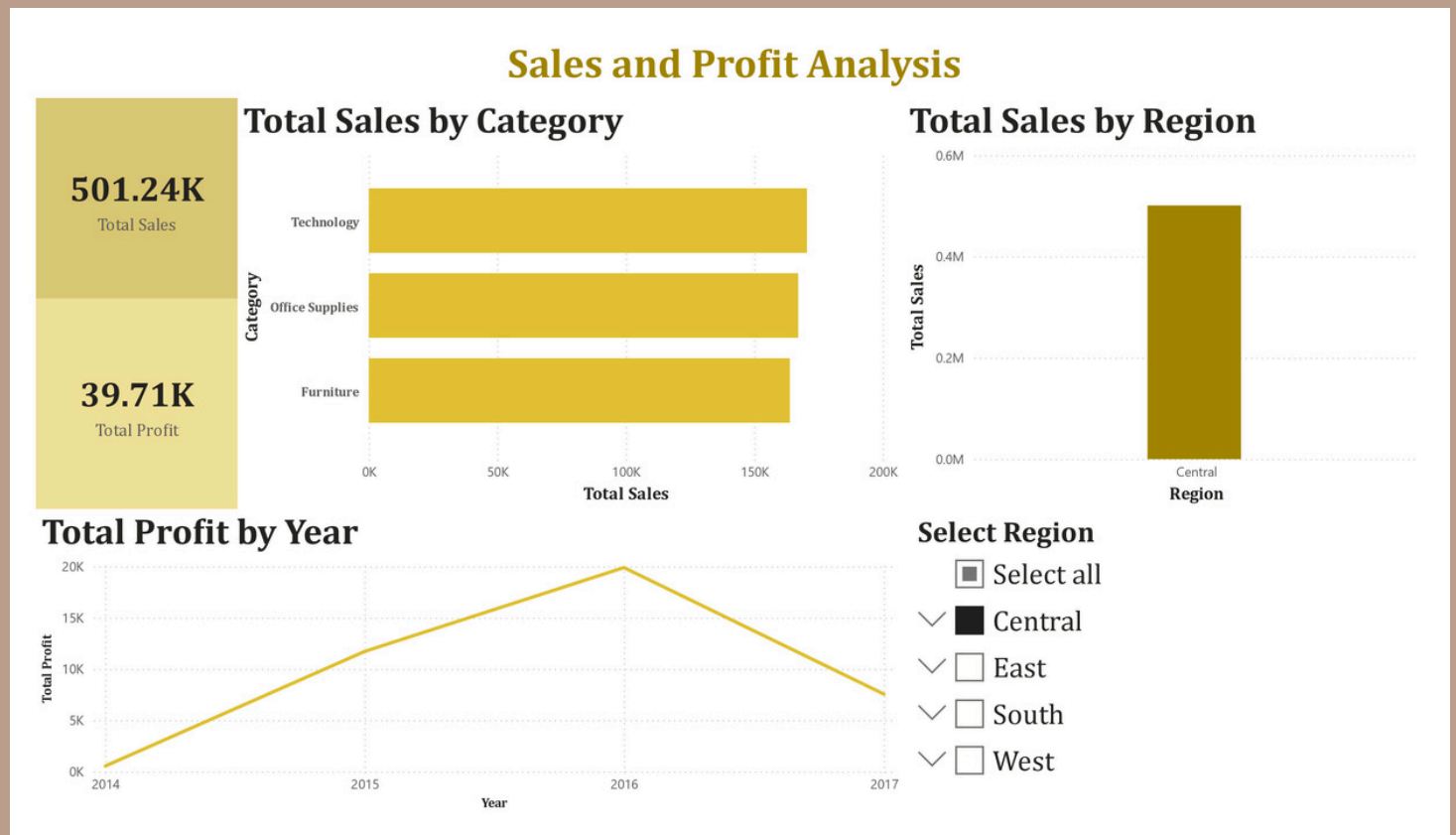
DATASET

superstore_dataset

OVERALL SALES :

**Sales and Profit Analysis**
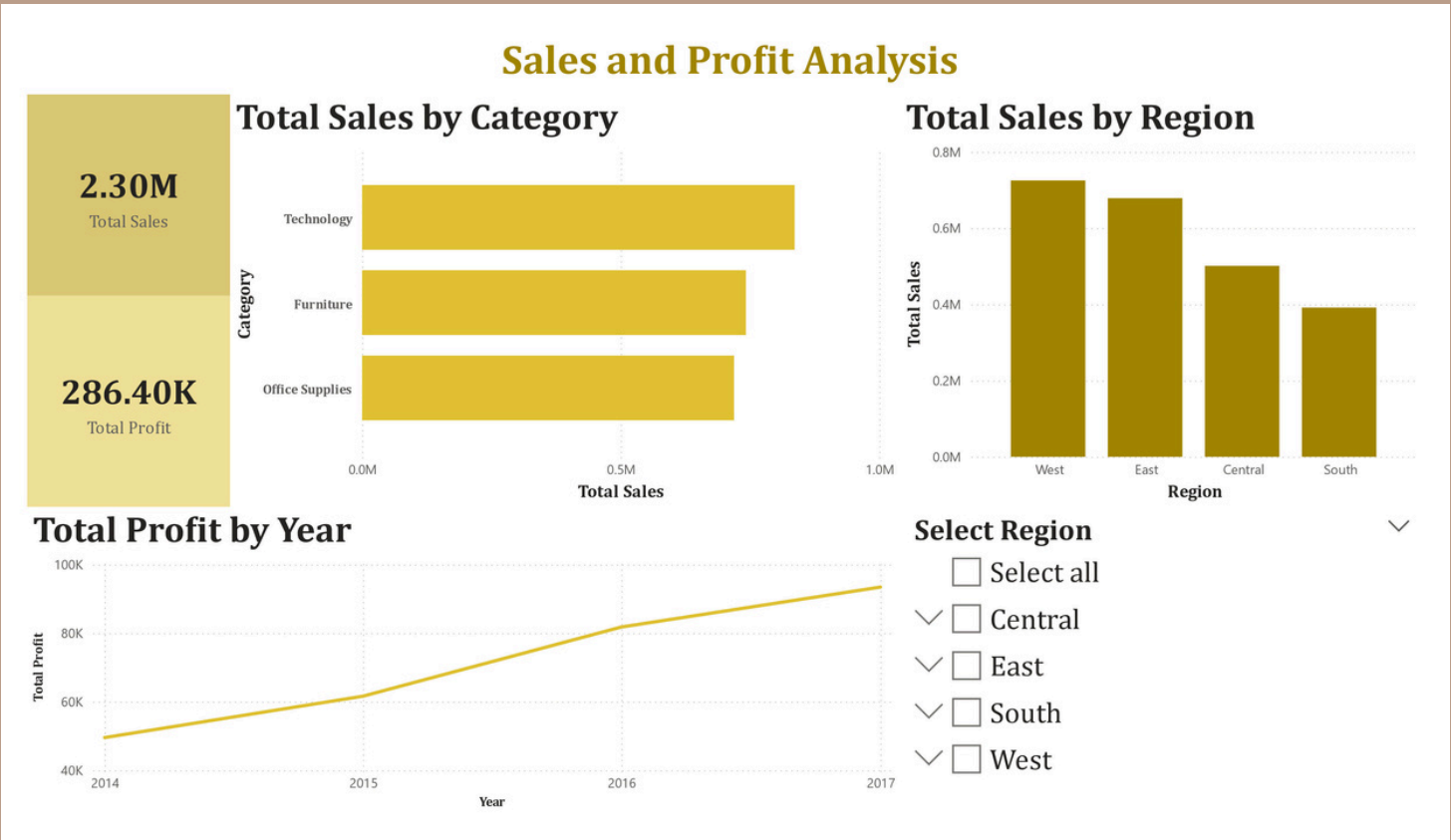
- The business generated approximately 2.30 million in total sales with a total profit of around 286.4K, indicating a healthy profit margin across operations.
- Among product categories, Technology recorded the highest sales, followed by Furniture, while Office Supplies contributed comparatively lower but stable sales.
- Region-wise analysis shows that the West region leads in total sales, closely followed by the East region, whereas the South region has the lowest sales performance.
- Profit trends over the years show a consistent upward growth from 2014 to 2017, suggesting improved operational efficiency and increasing customer demand.
- The regional filter highlights that sales performance varies significantly by location, helping identify high-performing regions for future business focus.

CENTRAL REGION SALES :

Sales and Profit Analysis

Total Sales by Category

501.24K
Total Sales

39.71K
Total Profit

Total Sales by Region

Total Profit by Year

Select Region
- ☑ Select all
- ⌄ ■ Central
- ⌄ ☐ East
- ⌄ ☐ South
- ⌄ ☐ West

- The Central region generated approximately 501.24K in total sales with a total profit of around 39.71K, indicating moderate performance compared to overall business sales.
- Among product categories in the Central region, Technology shows the highest sales contribution, while Furniture and Office Supplies contribute nearly similar sales levels.
- Profit in the Central region increased steadily from 2014 to 2016, reaching a peak in 2016, but showed a decline in 2017, suggesting possible market slowdown or increased costs.
- Category-wise sales distribution indicates that Technology products are the main revenue driver in this region.
- The profit trend highlights the importance of maintaining growth strategies beyond 2016 to avoid future decline.
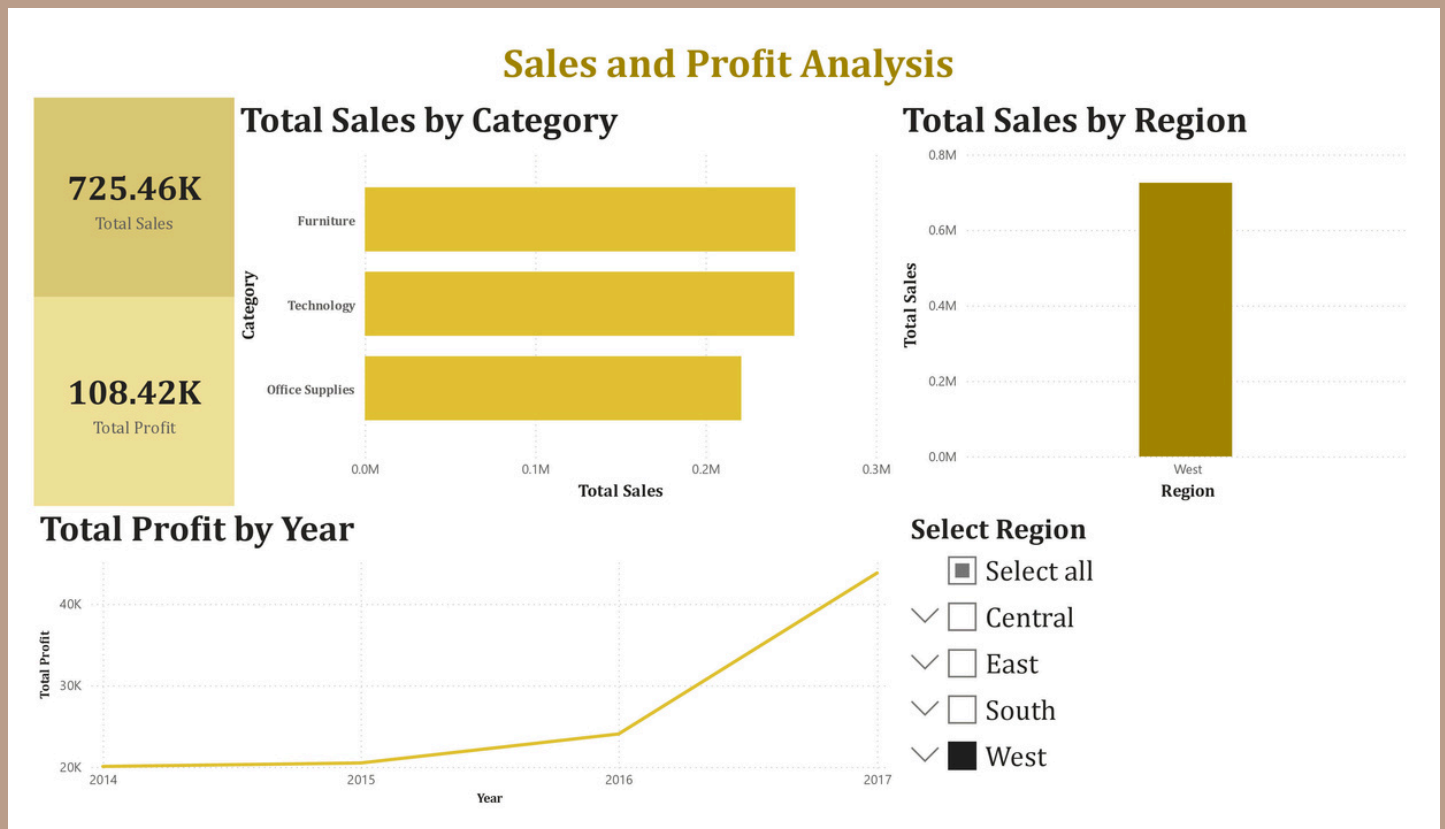
EAST REGION SALES :
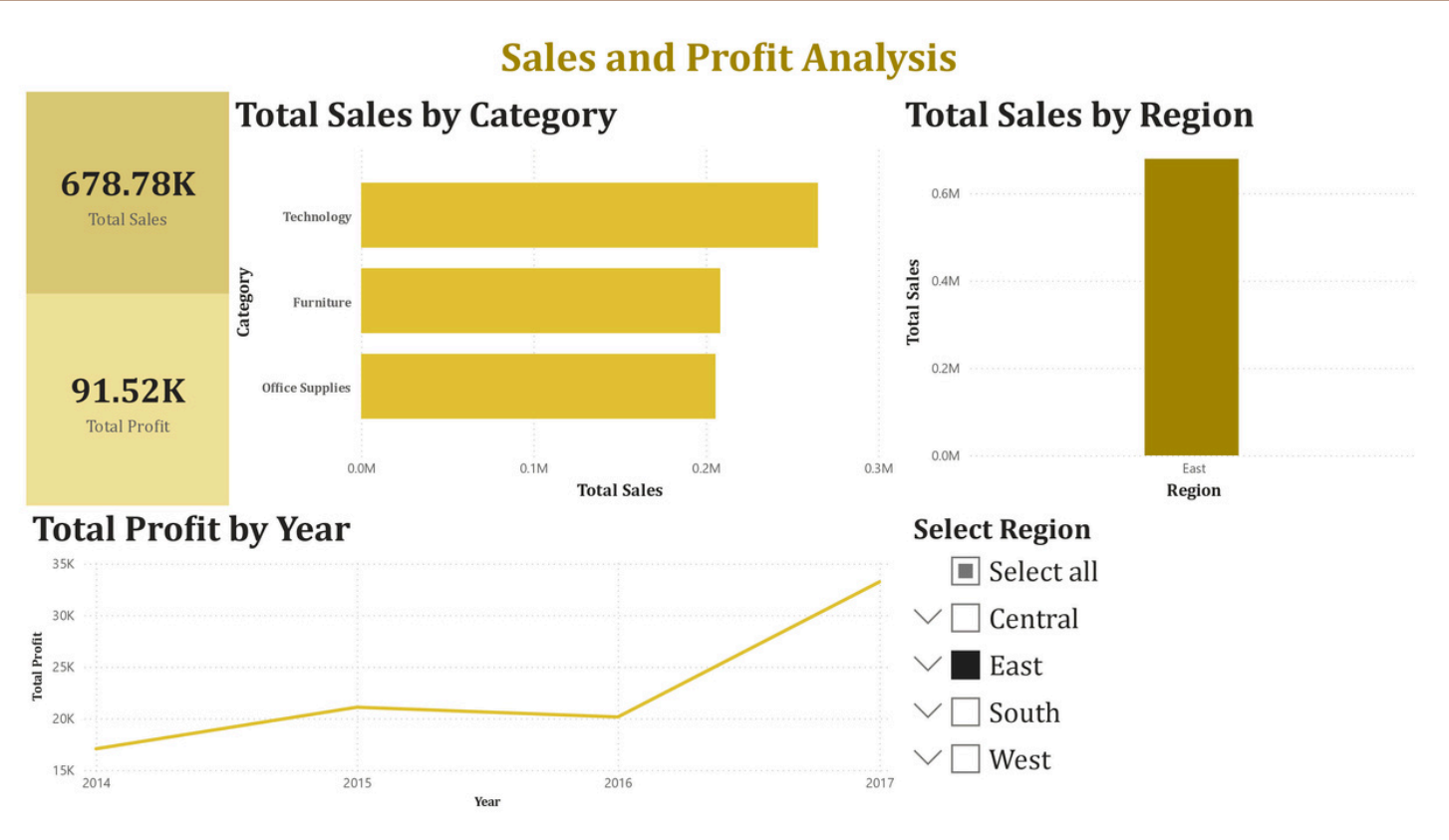
- The East region shows strong overall performance with total sales of around 678.78K and total profit of 91.52K. Technology contributes the highest sales among all categories, followed by Furniture and Office Supplies. The total profit trend increases over the years, with a significant rise in 2017. This indicates consistent growth and good profitability in the East region.

SOUTH REGION SALES :

Sales and Profit Analysis
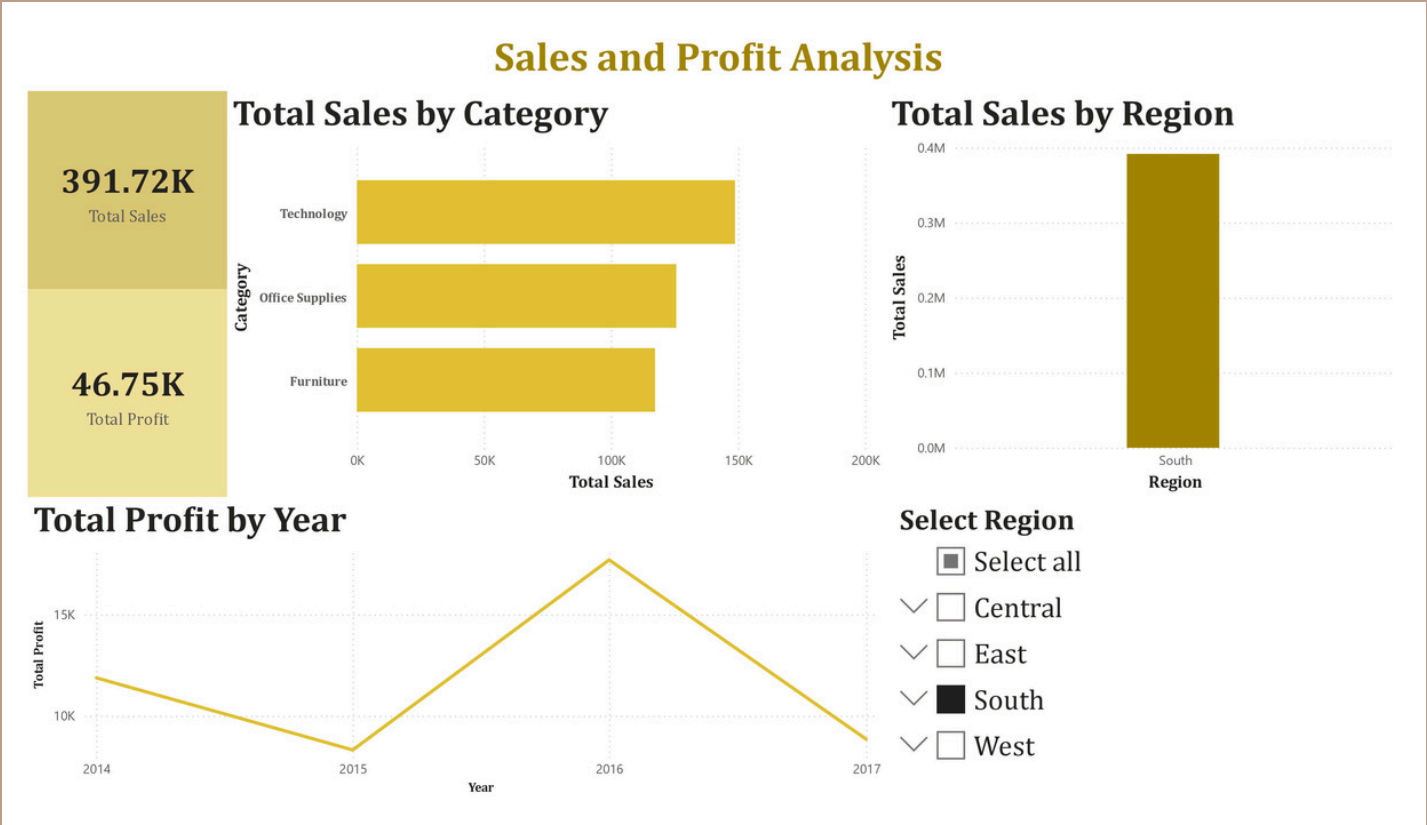
- The South region records total sales of approximately 391.72K and total profit of 46.75K. Technology remains the top-selling category, while Furniture shows the lowest sales. The profit trend fluctuates over the years, peaking in 2016 and dropping in 2017. This suggests moderate performance with some instability in profits.

WEST REGION SALES :

Sales and Profit Analysis

Total Sales by Category

Total Sales by Region

725.46K
Total Sales

108.42K
Total Profit

Total Profit by Year

Select Region
- ☑ Select all
- ∨ ☐ Central
- ∨ ☐ East
- ∨ ☐ South
- ∨ ■ West

- The West region performs the best among all regions with total sales of about 725.46K and total profit of 108.42K. Furniture and Technology contribute nearly equal high sales, while Office Supplies has comparatively lower sales. The profit trend shows steady growth with a sharp increase in 2017, indicating strong business growth in the West region