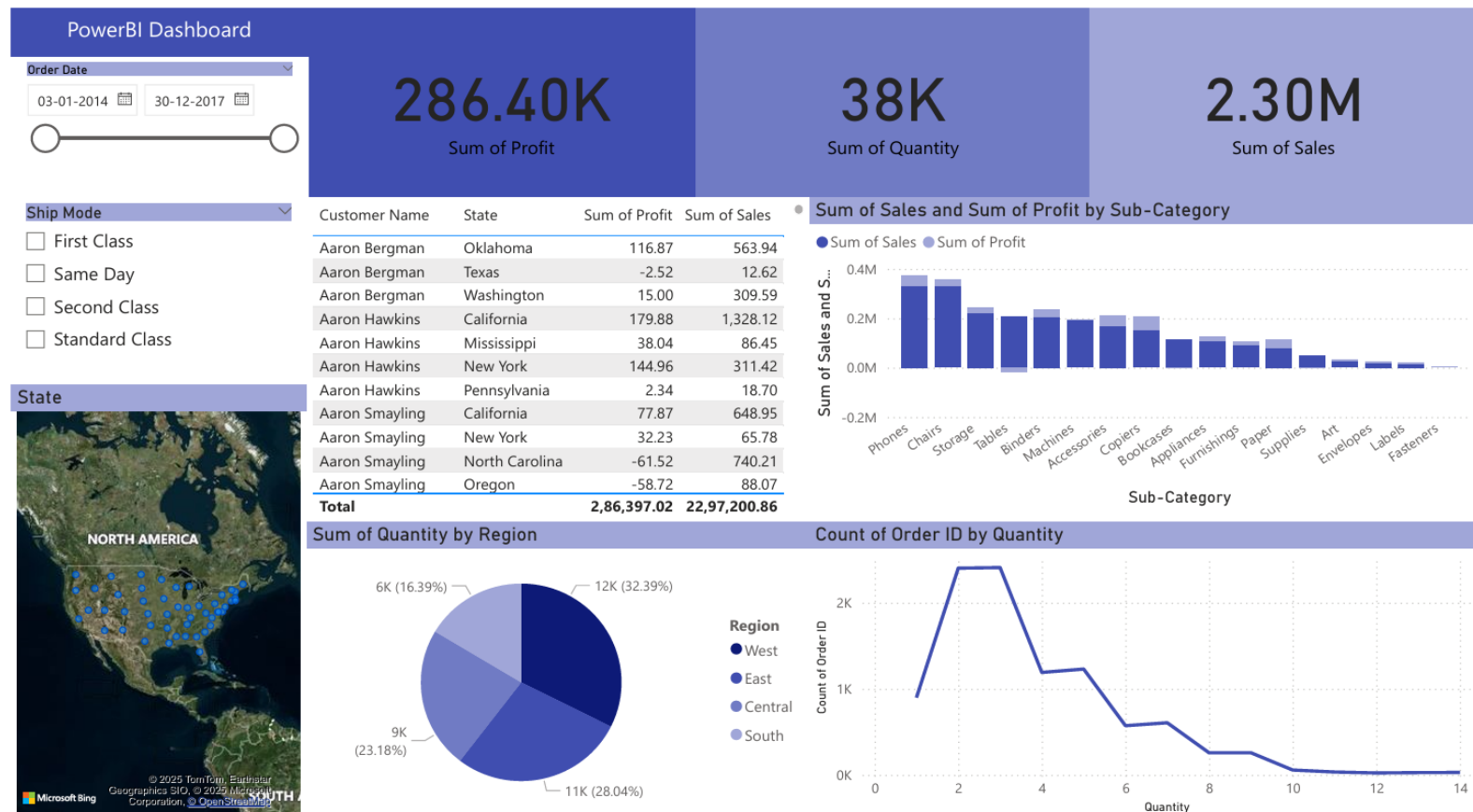


## Power BI Dashboard



## Summary

- The dashboard presents a comprehensive overview of sales, profit, and quantity performance for a retail business using Power BI.
- The top section of the dashboard displays three key performance indicators: total profit is ₹286.40K, total quantity sold is 38K units, and total sales amount to ₹2.30M.
- A dynamic date filter allows users to analyze sales data within a specific time window, enhancing time-based trend analysis.
- The 'Ship Mode' slicer enables the user to filter data by different delivery modes such as First Class, Same Day, Second Class, and Standard Class, making it easier to evaluate performance across delivery channels.

- The customer table provides detailed sales and profit values by customer and state, highlighting both top-performing and underperforming customer segments.
- A bar chart titled 'Sum of Sales and Sum of Profit by Sub-Category' shows that phones, chairs, and storage are the highest contributors to both sales and profit, while categories like tables and binders show lower or negative profitability.
- The left map visualization plots order density across the U.S., giving a spatial understanding of where most orders originate, which is useful for geographic targeting and logistics planning.
- A pie chart summarizes the total quantity of orders by region, showing that the West region contributes the most (32.39%), followed by the Central (28.04%), East (23.18%), and South regions.
- The line chart titled 'Count of Order ID by Quantity' reveals that most orders include 2 to 3 items, indicating a trend toward small-to-medium-sized orders.
- The csv file (sample.csv) was taken from Kaggle and cleaned to standardize the date format in the order date and the shipment date columns, and finally, updated.csv was created. This was done using the python code (clean.py).