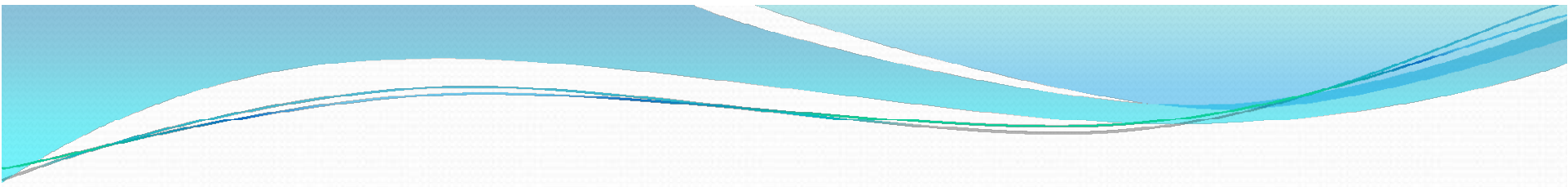




Super Store Sales Analysis (2019-20)

Interactive Dashboard For Business Insights

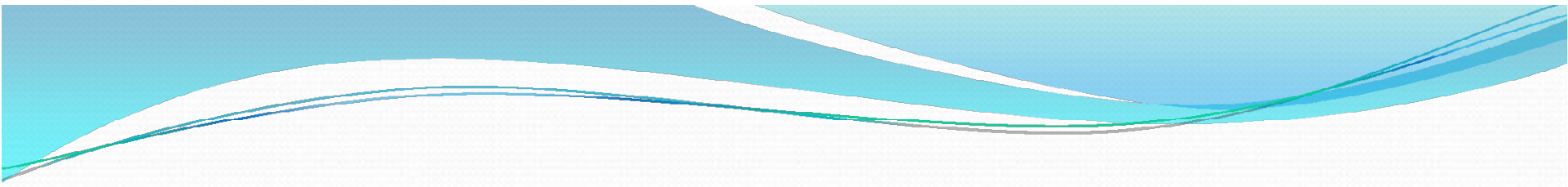
Rishabh Dev Tripathi

- 
- **Build an Interactive dashboard in PowerBI**
 - **Provide key KPIs : Sales, Quantity**
 - **Enable Stakeholders to track performance, analyze segments, support decisions**



Categories and Sub-Categories

- Top Categories : Office Supplies, Furniture, Technology
- Sub-Categories: Chairs, Blinders, Phones, Storage, Accessories, Tables, Papers, Furnishings, Appliances
- Insights : Chairs drive highest revenue, Furniture lags as compared to other categories



Sales (2019-20)

- Sales and Profit tracked by Month-Year
- Seasonal spikes in Nov-Dec
- Sales growth but profits dips in some months (Discounting impact)
- Insights: Promotions boost sales but squeeze margins



Payments

- Ship Mode: Standard Class dominates(0.91)
- Payment Mode: COD leads (667K), followed by Online (554K), Cards (344K)
- Insights: Customers prefer Standard shipping & COD



THANK YOU