

Super Store Sales Analysis

Prepared by: Risit Sahoo

Project Type: Data Analysis & Visualization Project using Power BI

Date – 15.10.2025

1. Executive Summary

This project presents an end-to-end Sales Performance Analysis of a Super Store using Power BI. The objective is to transform raw transactional data into meaningful business insights that support strategic decision-making.

The dashboard highlights key KPIs such as Total Sales, Profit, Quantity Sold, Order Trends, Regional Performance, and Category-wise Analysis.

2. Business Problem Statement

Retail organizations generate large volumes of sales data daily. Without proper analysis, it becomes difficult to monitor profitability, identify high-performing regions, and understand customer behavior. This project aims to create an interactive dashboard to support data-driven decision-making.

3. Tools, Techniques & Technical Skills Used

Tools: Microsoft Power BI, Power Query, Microsoft Excel

Techniques: Data Cleaning, Exploratory Data Analysis (EDA), KPI Design, Time Series Analysis

Technical Skills: Data Modeling, DAX Measures, Interactive Dashboard Design

4. Dataset Description

The Super Store Sales Dataset contains historical order-level sales records including order dates, customer details, regions, categories, sales, quantity, profit, and shipping modes.

5. Data Cleaning & Transformation

Power Query was used to remove duplicates, correct data types, handle missing values, and create time-based columns such as year and month.

6. Data Modelling

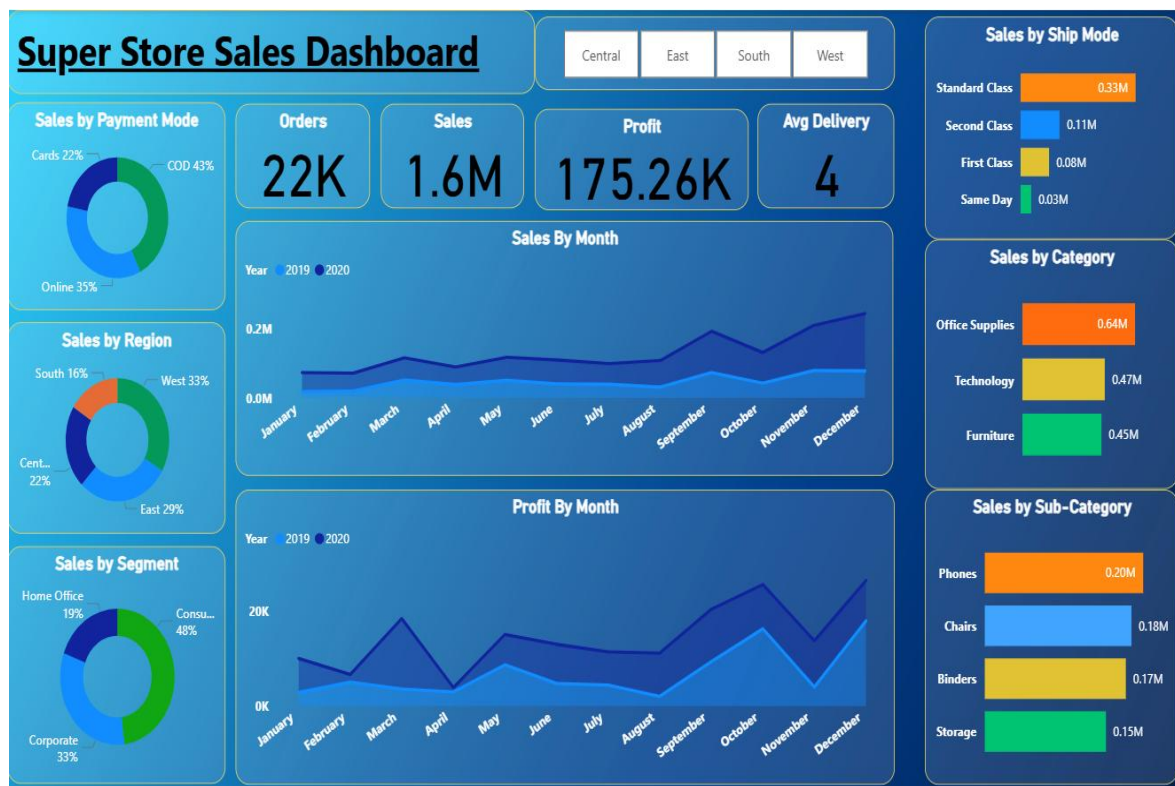
A structured data model was created with validated relationships and date hierarchies to ensure accurate aggregations and efficient performance.

7. KPIs & Measures

Key KPIs include Total Sales, Total Profit, Profit Margin, Total Orders, Quantity Sold, and Sales Trends.

8. Dashboard Overview

The dashboard provides a professional and interactive view of sales performance across regions, categories, and time periods.



9. Key Insights

Certain regions generate high sales but lower profits. Technology and Office Supplies perform strongly, and seasonal trends impact monthly sales.

10. Business Recommendations

Improve profit margins in low-performing regions, optimize discount strategies, and strengthen focus on high-performing categories.

11. Business Impact

The dashboard supports faster decision-making, performance monitoring, and strategic planning.

12. Challenges & Learnings

Challenges included data consistency and dashboard design balance. Learnings include DAX usage, business KPI understanding, and data storytelling.

13. Conclusion

This project demonstrates my ability to manage the full data analysis lifecycle and deliver actionable business insights using Power BI.