

# Super Store Sales Analysis

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Project Type: Data Analysis & Visualization Project using Power BI

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## 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

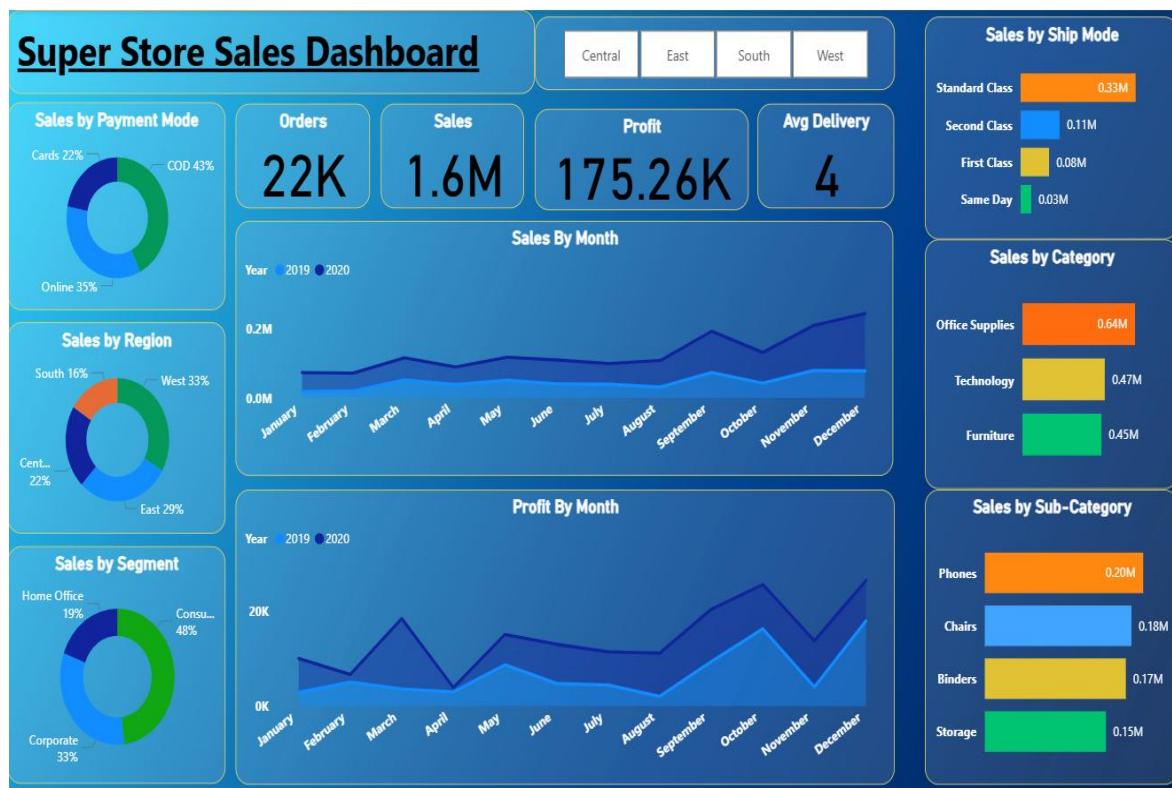
A structured data model was created with validated relationships and date hierarchies to ensure accurate aggregations and efficient performance.

## 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.