**Superstore Sales Dashboard – Explanation**

**1. Objective**

The objective of this dashboard is to analyze **Superstore sales performance** across different categories, regions, and customer segments. It provides insights into sales, profit, and quantity trends, helping identify key drivers of business performance.

**2. Data Description**

* **Dataset:** Superstore Sales data (CSV file)
* **Time Period:** 2019–2020
* **Fields Used:**
  + Sales
  + Profit
  + Quantity
  + Order Date
  + Region
  + Segment
  + Category & Sub-category
  + Ship Mode
  + Payment Mode

**3. Steps**

1. Imported the superstore\_sales.csv dataset into Power BI.
2. Cleaned and structured the dataset (ensured date formatting, corrected data types).
3. Built relationships between fields where necessary.
4. Designed visuals for sales, profit, and quantity analysis.
5. Applied slicers (region-wise filter: Central, East, South, West) for interactive insights.
6. Formatted the dashboard with consistent theme and layout.

**4. Explanation of Charts**

* **KPIs (Top Cards):**
  + Total Sales (0.52M)
  + Total Profit (67.86K)
  + Quantity Sold (7298)
  + Regional Sales (522.44K)
* **Sum of Sales by Payment Mode (Donut Chart):** Shows contribution of different payment modes like COD, Cards, Online payments.
* **Sum of Sales by Month and Year (Line Chart):** Highlights seasonal trends and growth patterns between 2019 and 2020.
* **Sum of Sales by Segment (Donut Chart):** Shows sales contribution from segments (Consumer, Corporate, Home Office).
* **Sum of Profit by Month and Year (Line Chart):** Tracks profit growth and fluctuations alongside sales.
* **Sales by Category (Bar Chart):** Breaks down sales by main categories (Office Supplies, Technology, Furniture).
* **Sales by State (Map Visual):** Displays sales and profit geographically across North America.
* **Sales by Ship Mode (Bar Chart):** Compares performance of shipping methods (Standard Class, Second Class, First Class, Same Day).
* **Sales by Sub-category (Bar Chart):** Shows top-selling product sub-categories (Phones, Chairs, Binders, Tables, Storage).

**5. Metrics Explanation**

* **Sum of Sales:** Total revenue generated from orders.
* **Sum of Profit:** Net profit after costs.
* **Quantity:** Number of items sold.
* **Sales/Profit by Category/Segment:** Compares distribution across business dimensions.
* **KPIs:** Provide high-level business health overview.

**6. Explanation of Formula**

* **Sum of Sales = SUM(Sales)**
* **Sum of Profit = SUM(Profit)**
* **Sum of Quantity = SUM(Quantity)**
* Time-based charts use **Year = YEAR(Order Date)** to group sales by year.
* Regional/Segment filters use **categorical fields** directly from the dataset.

**7. Conclusion**

The dashboard provides a **comprehensive view** of Superstore performance:

* **Sales are increasing over time**, with noticeable growth in 2020.
* **Office Supplies and Technology** are major contributors to sales.
* **Consumer segment** contributes the largest share of revenue.
* Standard Class is the most commonly used shipping method.
* Certain sub-categories (Phones, Chairs, Binders) dominate sales.