

Power BI Dashboard Summary

Superstone dashboard

This Power BI dashboard provides a visual breakdown of Superstore performance across time, regions, product categories, and sub-categories. Filters are available for Region, Segment, and Date, allowing targeted exploration of the data.

Key Metrics at the Top: use card view

- Total Sales: INR 6,32,631
- Total Profit: INR 85,801
- Total Orders: 1,358
- Sum of Discounts: 435

Main Visuals: bookmark

- Toggle: Table View vs. Chart View
- Detailed Table: Shows customer names, product categories, quantity sold, sales, discounts, and profit.

Key Insights:

- Some customers, like Adam Bellavance, generated very high sales and profit.
- Others, like Aaron Smayling, had high sales in Technology but large losses, suggesting discount abuse or margin issues.
- Discounts don't always correlate with profit-some zero-discount sales still had negative profit.

This layout allows users to explore granular-level customer behavior across categories, helping identify high-value and loss-making segments.

Region : All



Segment : All



Date : All



6,32,631

Total_sales

85,801

Total_profit

1358

Total_order

435

Sum of Discount



Table View



Chart View

Customer Name	Category	Sum of Quantity	Total_sales	Sum of Discount	Total_profit
Aaron Bergman	Furniture	3	390.67	0.20	60.19
Aaron Bergman	Office Supplies	6	260.88	0.00	9.52
Aaron Bergman	Technology	2	221.98	0.00	62.15
Aaron Smayling	Furniture	3	171.29	0.20	-6.42
Aaron Smayling	Office Supplies	25	168.88	2.30	-79.70
Aaron Smayling	Technology	5	2,135.68	0.90	-291.82
Adam Bellavance	Office Supplies	25	4,672.05	0.40	1,566.63
Adam Bellavance	Technology	2	86.78	0.00	31.11
Adam Shillingsburg	Office Supplies	22	193.90	0.60	42.10
Adam Shillingsburg	Technology	5	64.85	0.60	84.45
Total		10320	6,32,630.68	434.84	85,801.14

Visual Insights

1. Monthly Sales Trend

Sales increased steadily from 2014 to 2016, peaking around 2016 at over INR 2 lakh. There is a slight plateau or dip in 2017. This trend indicates strong growth followed by stabilization, possibly due to market saturation or lack of new campaigns.

2. Sales by Product Category

- Technology leads sales with ~INR 0.26M.
- Followed by Furniture (~0.20M) and Office Supplies (~0.18M).
- Indicates Technology is the most revenue-generating category.

3. Profit by Region

- East Region is most profitable (INR 33.0K).
- West Region follows (28.1K)
- Central and South have significantly lower profits, suggesting inefficiencies or pricing issues.

4. Sales by Sub-Category

- Top-selling sub-categories: Chairs (91K), Phones (84K).
- Other strong performers include Machines, Storage, and Tables.
- Bottom performers like Paper and Furnishings may require review or promotion.

