

Superstore Dashboard Report

I've built a Power BI dashboard to analyze sales and profit performance from the Superstore dataset. It report includes:

1. KPI Tiles:

- **Total Profit:** \$286.40K
- **Total Sales:** \$2.30M
- **Total Orders:** 5,009

2. Sales & Profit Trends Over Time (Monthly):

- A line graph showing **monthly trends of Sales and Profit**.
- Shows seasonality and key spikes throughout the year.

3. Sales by Sub-Category:

- A bar chart displaying which sub-categories (e.g., Phones, Chairs, Binders) are driving sales.

4. Profit by Sub-Category:

- Identifies the most and least profitable sub-categories.
- **Copiers and Phones** lead in profit, while **Tables and Bookcases** show low or negative profit.

5. Profit by State:

- A map or bar chart showing state-wise profit distribution.
- **California, New York, and Washington** lead in profitability.

6. Filter Panel (Slicers):

- Filters by **Region**, **Segment**, and **Category** to allow interactive exploration.



Report of Analysis

◆ Key Insights:

- **Top Performing Sub-Categories (Profit):**
 - **Copiers**, **Phones**, and **Accessories** generate the highest profits.
 - **Tables** and **Bookcases** have poor profitability and may require review for cost efficiency or pricing.
- **Top Sales Sub-Categories:**
 - **Phones**, **Chairs**, and **Storage** contribute most to total sales.
- **Monthly Trends:**
 - Significant **sales and profit spikes in November and December**, suggesting seasonal shopping effects (likely due to holiday promotions).
 - **Low sales and profit** in earlier months like February and March.
- **State-wise Profit:**
 - **California dominates** in terms of both sales and profit.
 - States like **Texas or Pennsylvania** (not shown prominently) might be underperforming.
- **Customer Segments:**
 - I've enabled analysis by **Consumer**, **Corporate**, and **Home Office** segments to explore which group contributes the most to revenue and profitability.

Suggestions for Improvement:

- Add a **profit margin percentage** visual for better comparison across sub-categories.
- Include a **loss analysis**: highlight where the company is losing money (especially relevant for Tables, Bookcases).
- Implement a **year-over-year comparison** if historical data is available.
- Consider adding **forecasting** or **trend lines** for sales and profit over time.