Sales Performance Analysis – Superstore Dataset

# 1. Project Overview

This project presents a one-page interactive dashboard built using Power BI to analyze Superstore’s sales data. The goal of the dashboard is to enable business stakeholders to quickly understand trends in sales, profit, customer segments, product performance, and geographic distribution.

# 2. Dataset Description

The dataset contains retail transaction records and includes the following columns: Order ID, Order Date, Ship Date, Customer ID, Customer Name, Segment, Country, City, State, Product ID, Category, Sub-Category, Product Name, Sales, Quantity, Discount, and Profit.

# 3. Key Metrics (DAX Measures)

The following DAX measures were created to support dashboard KPIs:

• Total Sales = SUM(Sales)  
• Total Profit = SUM(Profit)  
• Total Orders = COUNTROWS(Orders)  
• Average Discount = AVERAGE(Discount)  
• Profit Margin = DIVIDE([Total Profit], [Total Sales])

# 4. Dashboard Overview

The Power BI dashboard includes the following visualizations:

• KPI Cards: Total Sales, Total Profit, Total Orders, Profit Margin  
• Line Chart: Monthly trend of Sales and Profit  
• Bar Chart: Profit by Month  
• Donut Chart: Sales by Segment  
• Filled Map: Sales by State (USA)  
• Donut Chart: Profit by Category  
• Bar Chart: Sales by Sub-Category  
• Slicers: Quarter and Year filters for time-based analysis

# 5. Key Business Insights

From the dashboard, the following insights were derived:

• Sales peak in Q4, especially November and December.  
• Consumer segment drives over 50% of total sales.  
• Technology products have the highest profit margins.  
• States like California and New York contribute the most revenue.  
• Some sub-categories such as Tables and Bookcases show high discounts but low profitability.

# 6. Conclusion

This one-page sales dashboard offers a comprehensive overview of Superstore’s performance and helps identify areas for strategic improvement. It can support decision-making in marketing, inventory planning, and sales management.