

Profit Performance Dashboard - Project Report

1. Objectives & Scope

- **Goal:** Deliver an interactive dashboard enabling executives to monitor profit trends and identify key profit drivers.
- **Scope:** Analysis covers order-level data from the Superstore dataset, focusing on profit trends across four regions, category performance, and product-level insights.

2. Data & Methodology

1. **Data Cleaning:** Imported raw CSV into pandas, parsed dates, handled missing values, and filtered the data.
2. **Data Modeling:** Loaded cleaned data into SQLite; constructed star schema with 'dim_date', 'dim_product', 'dim_region', and 'fact_sales'.
3. **Profit Analysis:** Wrote SQL to calculate category profits, identify top 3 categories, and within each, select top 5 products by profit using correlated subqueries.
4. **Visualization:** Built an interactive Power BI dashboard with a stacked bar chart, a line chart, a KPI card, and button slicers for dynamic filtering.

3. Key Findings

1. **Temporal Trends:** Profit trended upward from 2014–2016 across all regions.
2. **Top Categories:** The 'Technology' category contributed 35% of total profit, followed by Office Supplies (28%) and Furniture (22%).
3. **Top Products:** Within Technology, the top three products are the Canon imageCLASS 2200 Advanced Copier, Hewlett Packar

4. Recommendation

Expand 'Technology' and 'Office Supplies' Offerings: Invest in marketing and promotional campaigns focused on the top products within the 'Technology' and 'Office Supplies' to take advantage of the high profitability.

5. Conclusion

The Profit Performance Dashboard provides a scalable, data-driven foundation for continuous monitoring of profit drivers.