Power BI- Super Store Sale

Step-by-Step in Power BI Super Store Sales

Step 1: Load Data

- Open Power BI Desktop
- Home > Get Data >Text/CSV
- Load 'Sample - Superstore.csv'
- Used 'Transform Data' to format fields

Step 2: Create KPI Cards

- Used Card visuals for Total Sales, Total Profit, Total Orders, Avg. Discount
- Formatted with currency, large fonts, and bold titles

Step 3: Sales Trend Line Chart

- Line Chart with Order Date (Month or Year) on X-axis
- Sales on Y-axis, Tooltip: Profit
- Turned on data labels, used subtle colors

Step 4: Sales by Category - Bar Chart

- Horizontal Bar Chart
- Axis: Category, Values: Sales
- Usde color contrast, sort by Sales descending

Step 5: Profit by State - Map

- Filled Map visual
- Location: State, Value: Profit, Tooltip: Sales, Discount
- Used red-green color scale to show losses vs. gains

Step 6: Sales & Profit by Sub-Category

- Stacked Column Chart
- Axis: Sub-Category, Values: Sales and Profit

Step 7: Slicers (Filters)

• Added slicers for Region, Category, Year (from Order Date), Ship Mode

• Placed them vertically on the side

Step 8: Styling &Layout

• Used clean fonts, soft background colors, align visuals using Gridlines
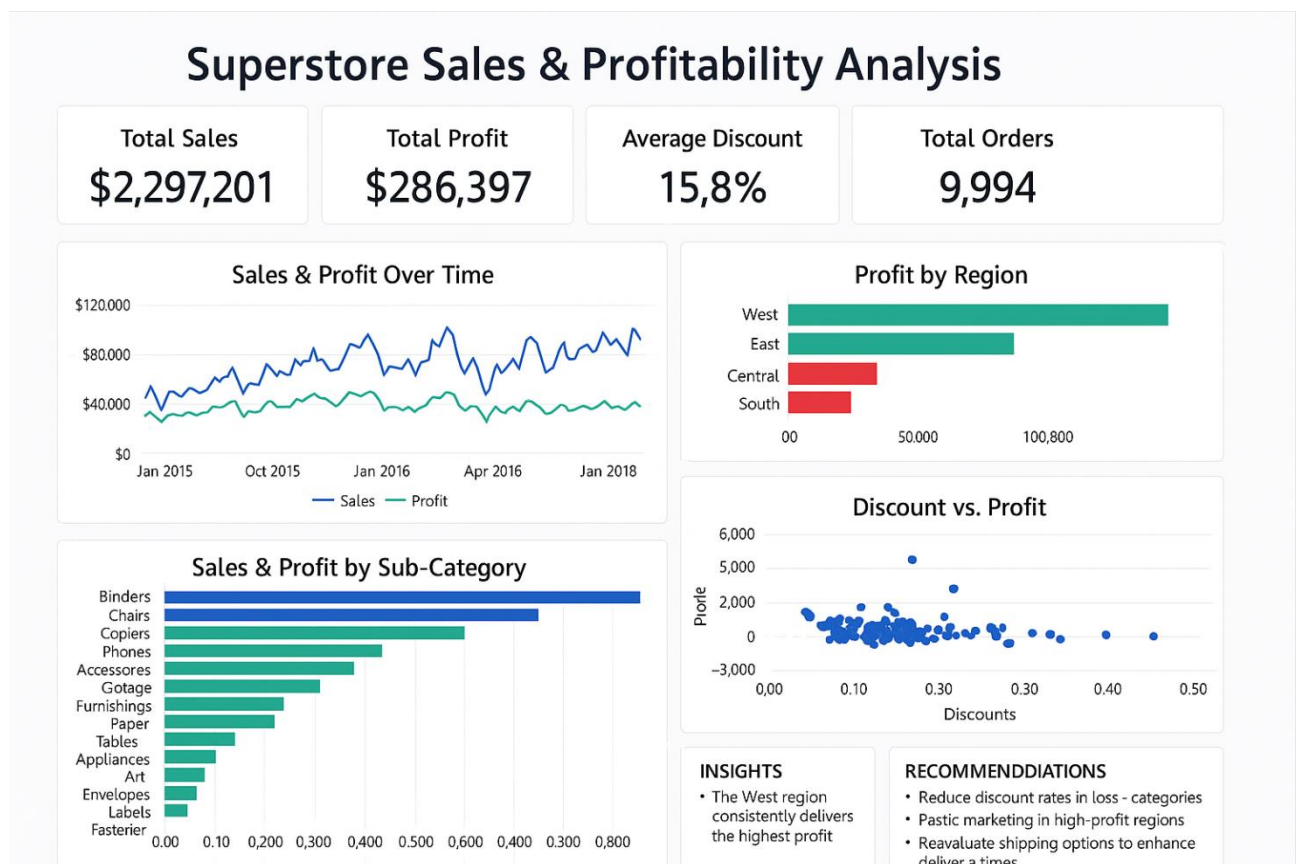
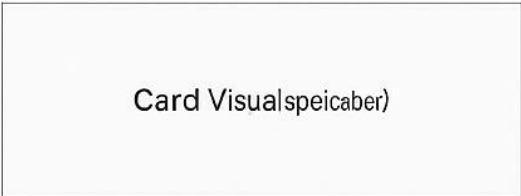• Added a dashboard title and optional footer

Image for the above steps

Superstore Sales & Profitability Analysis

A visual storytelling approach using Pow
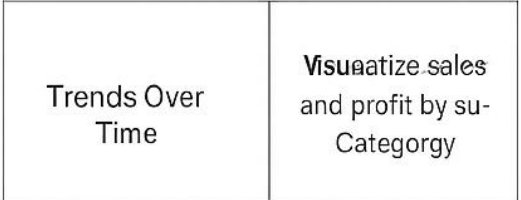
Prepared by
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Executive Summary

Key Metrics

Card Visualspeicaber)

Trends Over Time

Chart Pluot Placabue)

Trends Over Time

Trends Over Time	Visuaatize sales and profit by su-Categorgy

Visuizal sales and Prrofit. Compare sales and Profit by Sub-Category wado/ (Galin/loss)

Regional Profit Overview

Categmp–Plat clocaSvanber)
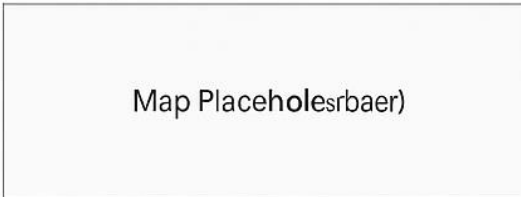
Office Supplies generate high sales, but often have hegative profit—possibly due to over-discounting.

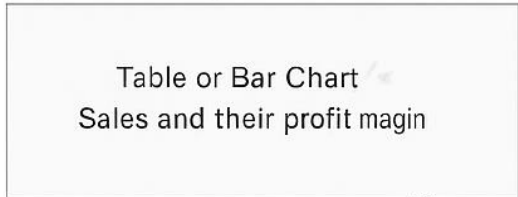## Geographical Insights

Profit by State

Map Placeholesrbaer)

Proft bysStaremove with red-green gradient

Discount Impact on Profit

Stauirat higher discounts (low-lower profits

Insigit Office Supplies generas highsales but often have negative profit—possibly due to over-discountuncting.

Geographical Insigts

Top Performing States

Table or Bar Chart
Sales and their profit magin

Shipping Class vs Profitability

Compare shipping modes vs pite· "ǫfit

Summary Takeaways

- Consistent profit in Technology & West Region
- Discount-heavy items hurting profitability
- Geographic Imbalance in sales vs profit

Texas and Illino-s dreone tales. incur losses. Standard Class.shipping dominates but delays might affect satistaction