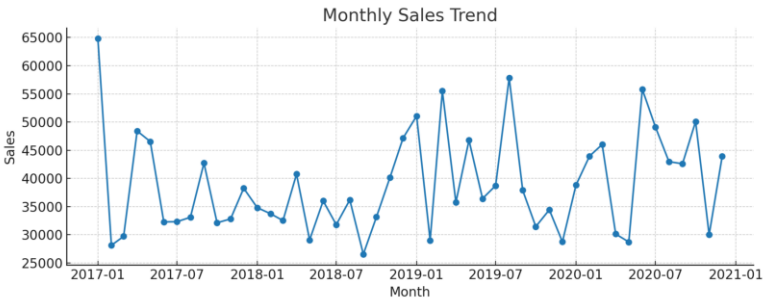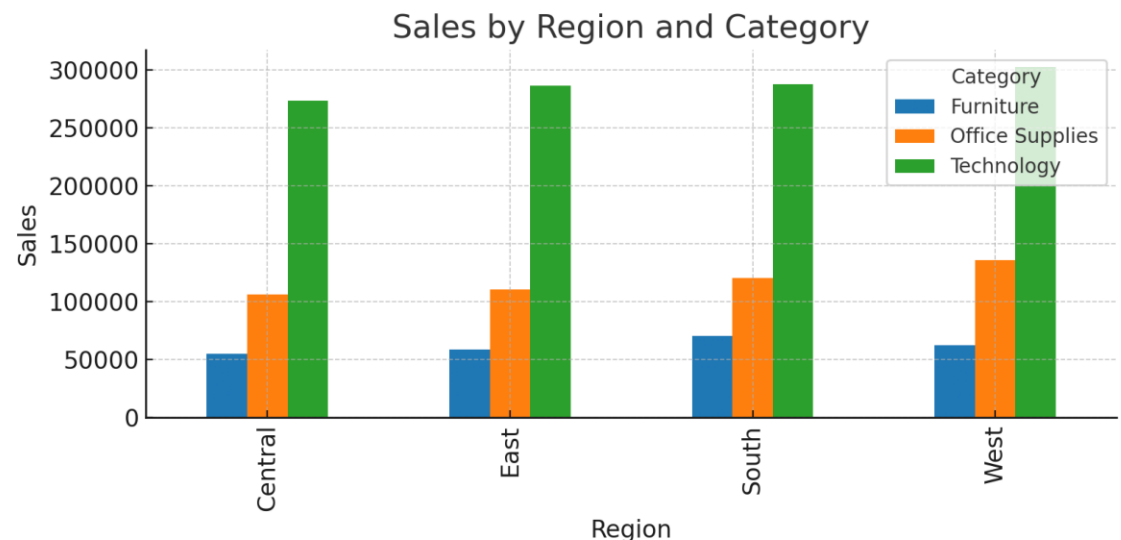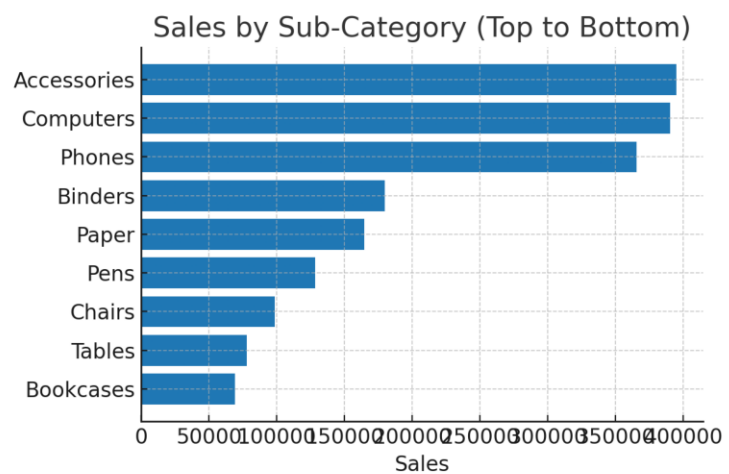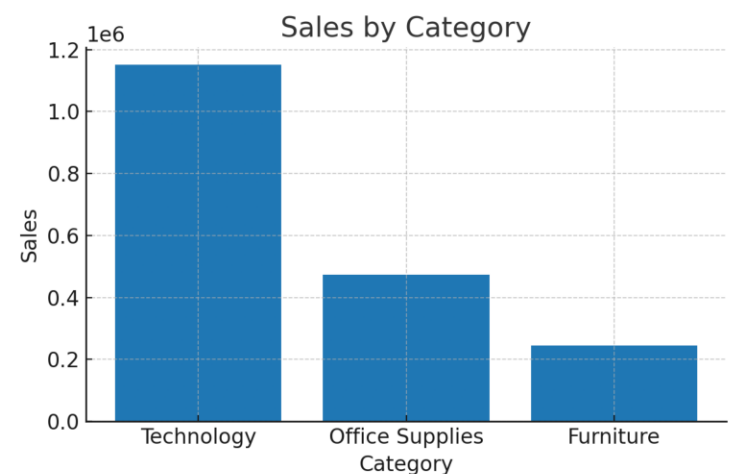# Dashboard Report - Sales & Profit Overview

Company: Mock Superstore
Dataset: Synthetic Superstore-like data
Period: Jan 2017 - Dec 2020

Total Sales: $1,868,881
Total Profit: $265,839
Orders: 2000
Avg Order Value: $934.44
Latest YoY Sales Growth: 3.84%

Monthly Sales Trend

Category & Sub-Category Analysis

Profitability & Correlations

Profit vs Sales (all orders)

Design Notes & PPT Summary

Dashboard Design Summary

Objective:
- Provide stakeholders with quick insights into Sales, Profit, and Growth.

Key Components:
- KPIs: Total Sales, Total Profit, Orders, Avg Order Value, YoY Sales Growth.
- Time-series: Monthly Sales Trend to spot seasonality and trends.
- Category breakdown: Understand which product categories drive revenue.
- Regional split: See how regions perform across categories.
- Profitability chart: Profit vs Sales to identify high-margin orders.

Interactivity (in Power BI / Tableau):
- Add slicers for Year, Region, Category, and Sub-Category.
- Use bookmarks or navigation for deeper drill-down pages.
- Use tooltips to show order-level details on hover.

Recommendations for Stakeholders:
- Focus on improving margins for low-profit high-sales sub-categories.
- Investigate regions with declining YoY growth.
- Use filters during presentations to answer ad-hoc stakeholder questions.

Deliverables to include in GitHub repo:
- Power BI (.pbix) or Tableau workbook screenshots (PNG).
- Dataset (or link to source), README.md explaining steps.
- This PDF report as a summary for submission.