

Interactive Business Dashboard Design

Objective:

To design and develop a **visually compelling, interactive dashboard** using **Power BI** that enables business stakeholders to gain **data-driven insights** into sales performance, customer behavior, regional trends, and product profitability.

Tools Used:

- **Power BI Desktop**
- Dataset: **Global Superstore Sales Dataset** (Kaggle)

Outcome:

- Translate raw data into actionable business intelligence
- Enable informed decision-making through dynamic visuals and KPIs
- Develop expertise in designing professional-grade dashboards

THE FOLLOWING ANALYSIS OF THE BUSINESS OF A SUPERSTORE HAS BEEN DESCRIBED IN :

- SLIDE 2 - KPI SUMMARY CARDS
- SLIDE 3 - TIME SERIES ANALYSIS
- SLIDE 4 - REGIONAL GEOGRAPHICAL INSIGHTS
- SLIDE 5 - CUSTOMER SEGMENTATION
- SLIDE 6 - SHIPPING ANALYSIS

 Presented By:

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KPI SUMMARY CARDS

TOTAL QUANTITY

38K

This is the evaluation of the total quantity of items sold in the superstore. The total quantity counts up to 38,000.

TOTAL SALES

2.30M

This is the evaluation of the total amount of the items sold in the superstore. The total quantity counts up to 2,300,000.

Sum of Discount

1.56K

This is the evaluation of the total discount which counts up to 156,000.

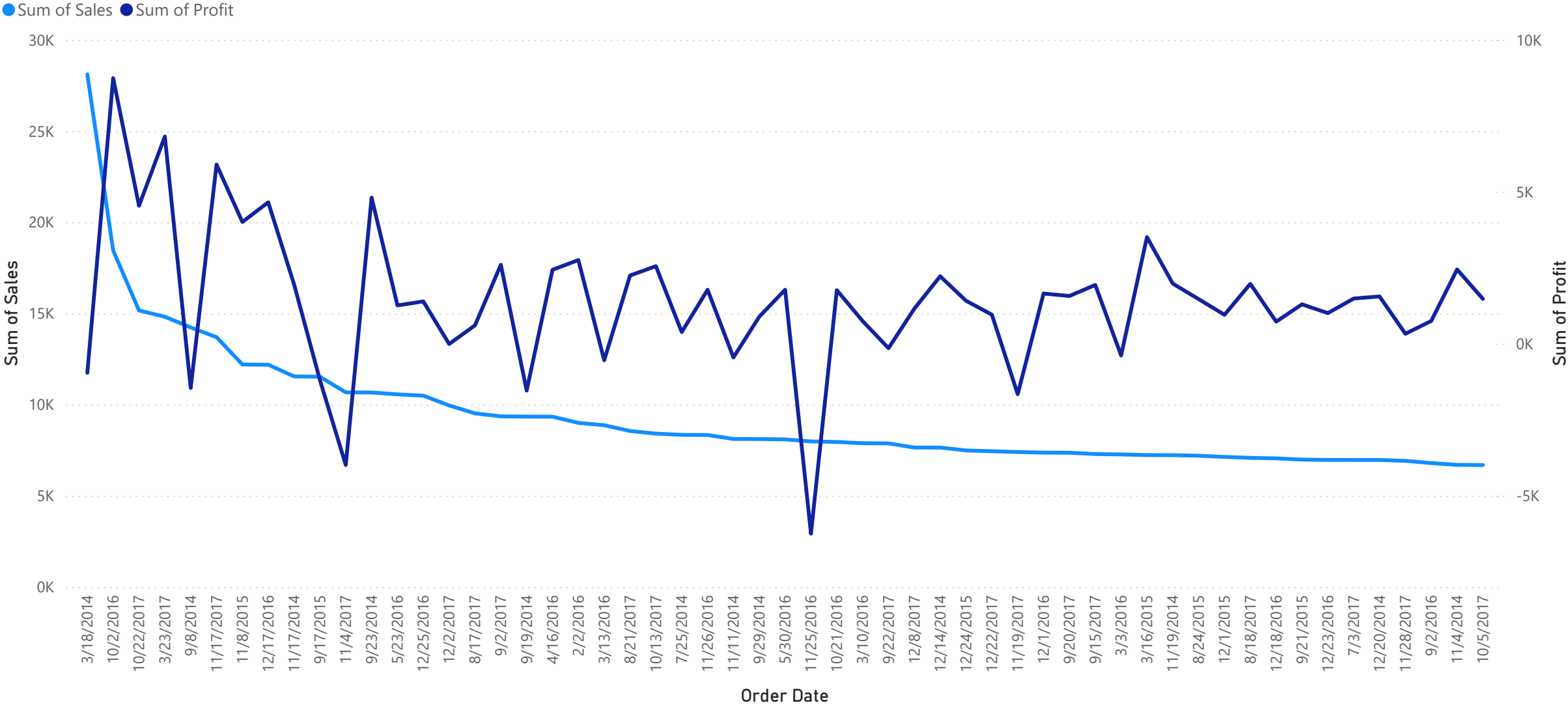
TOTAL PROFIT

286.40K

This is the evaluation of the total profit of items sold in the superstore. The total quantity counts up to 268,400.

TIME SERIES ANALYSIS

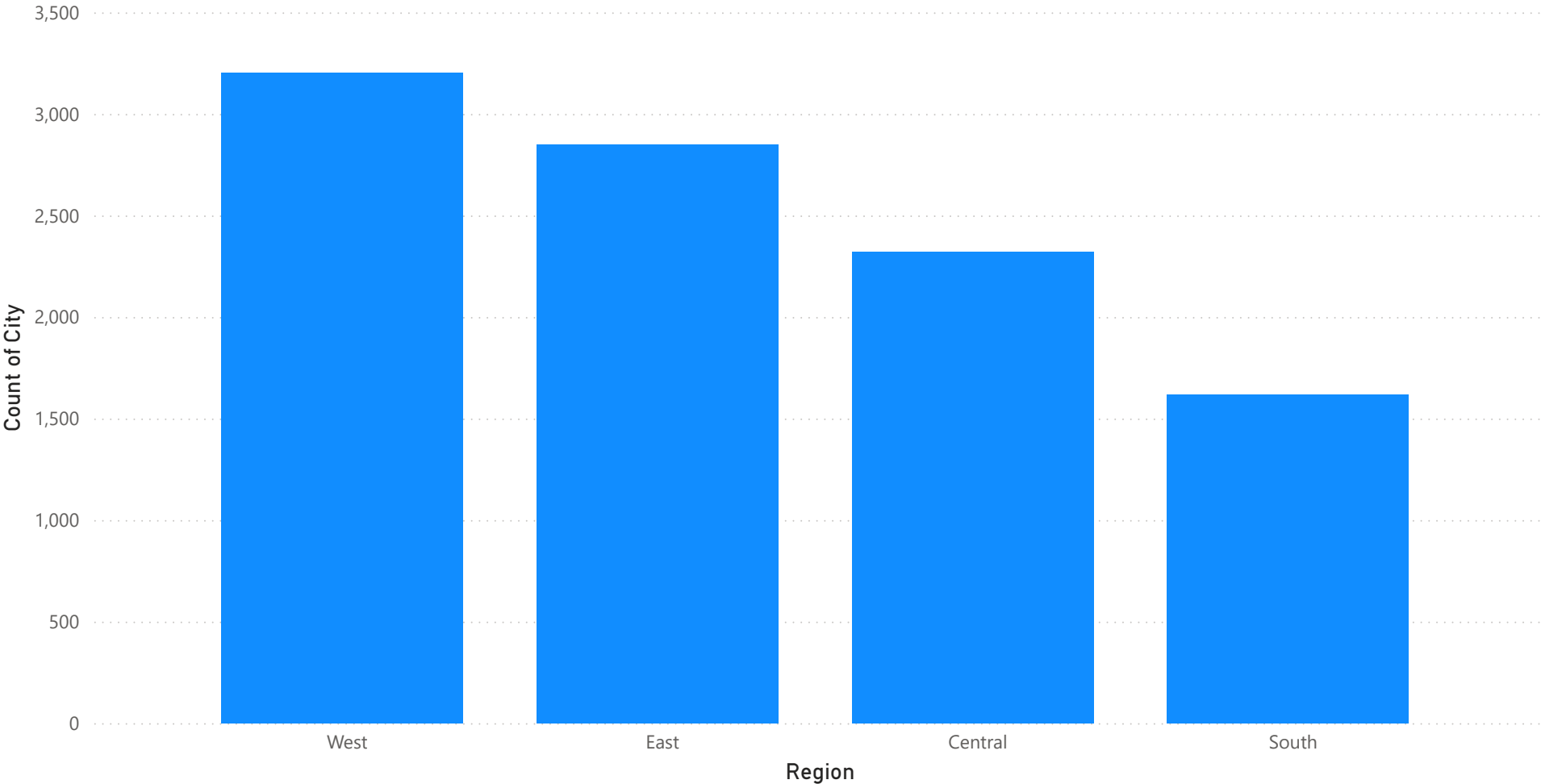
Sum of Sales and Sum of Profit by Order Date



This is the varying sum of sales and sum of profit by Order Date analysis.

REGIONAL / GEOGRAPHICAL INSIGHTS

Count of City by Region

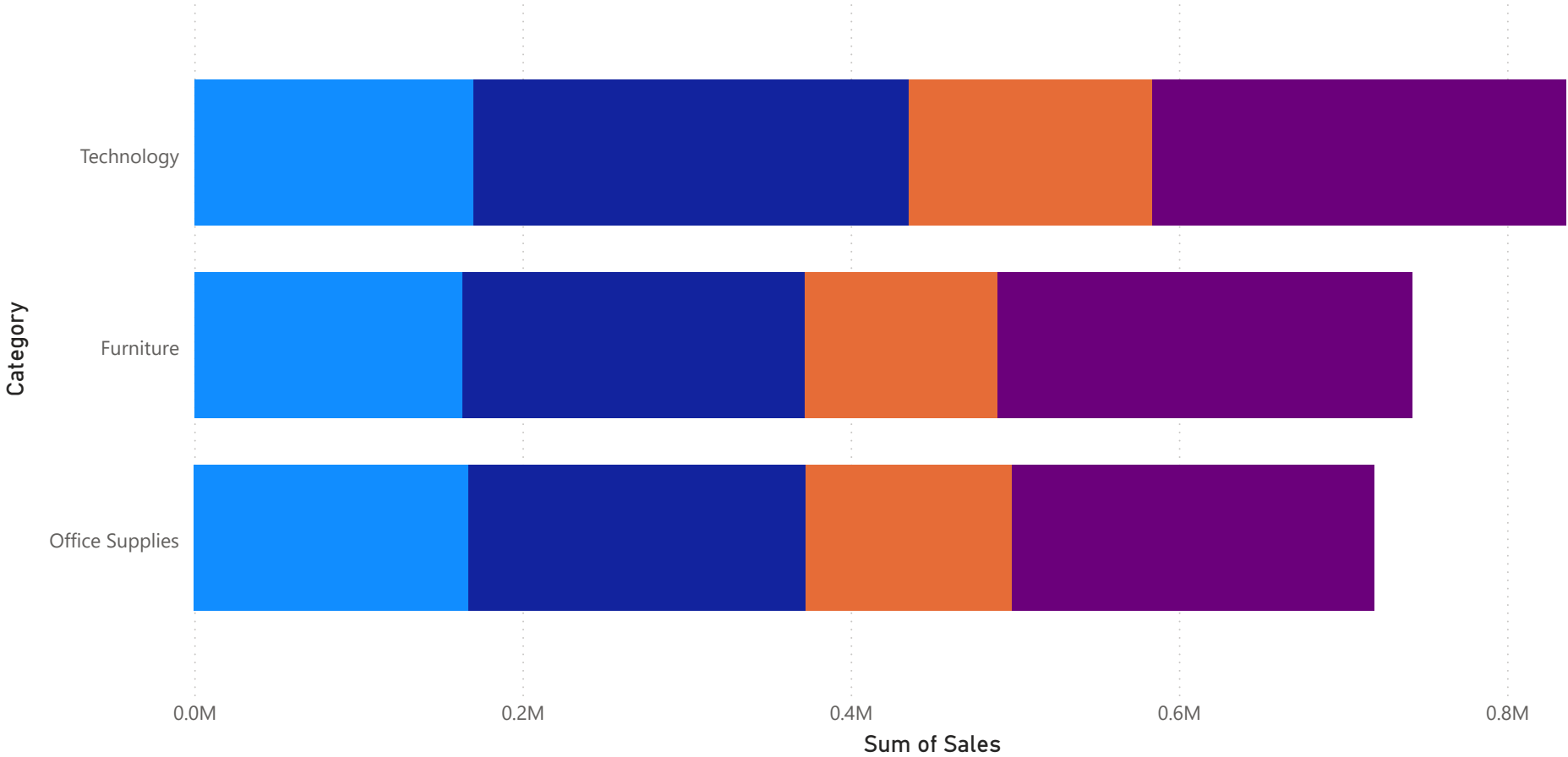


The count of the cities by regions is provided by this column chart.

PRODUCT PERFORMANCE OVER DIFFERENT REGIONS

Sum of Sales by Category and Region

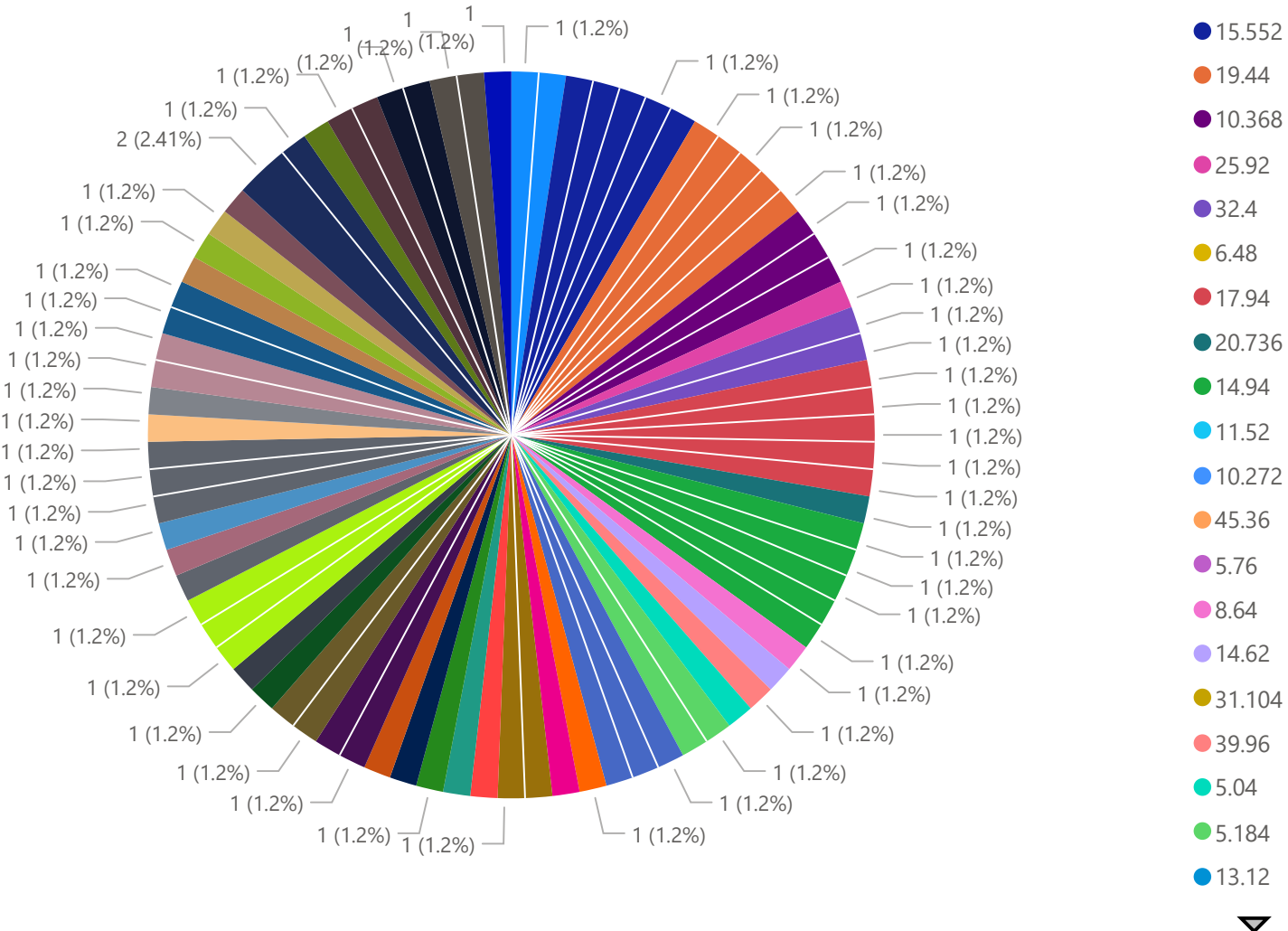
Region Central East South West



Sum of the sales by Category and Region

CUSTOMER SEGMENTATION

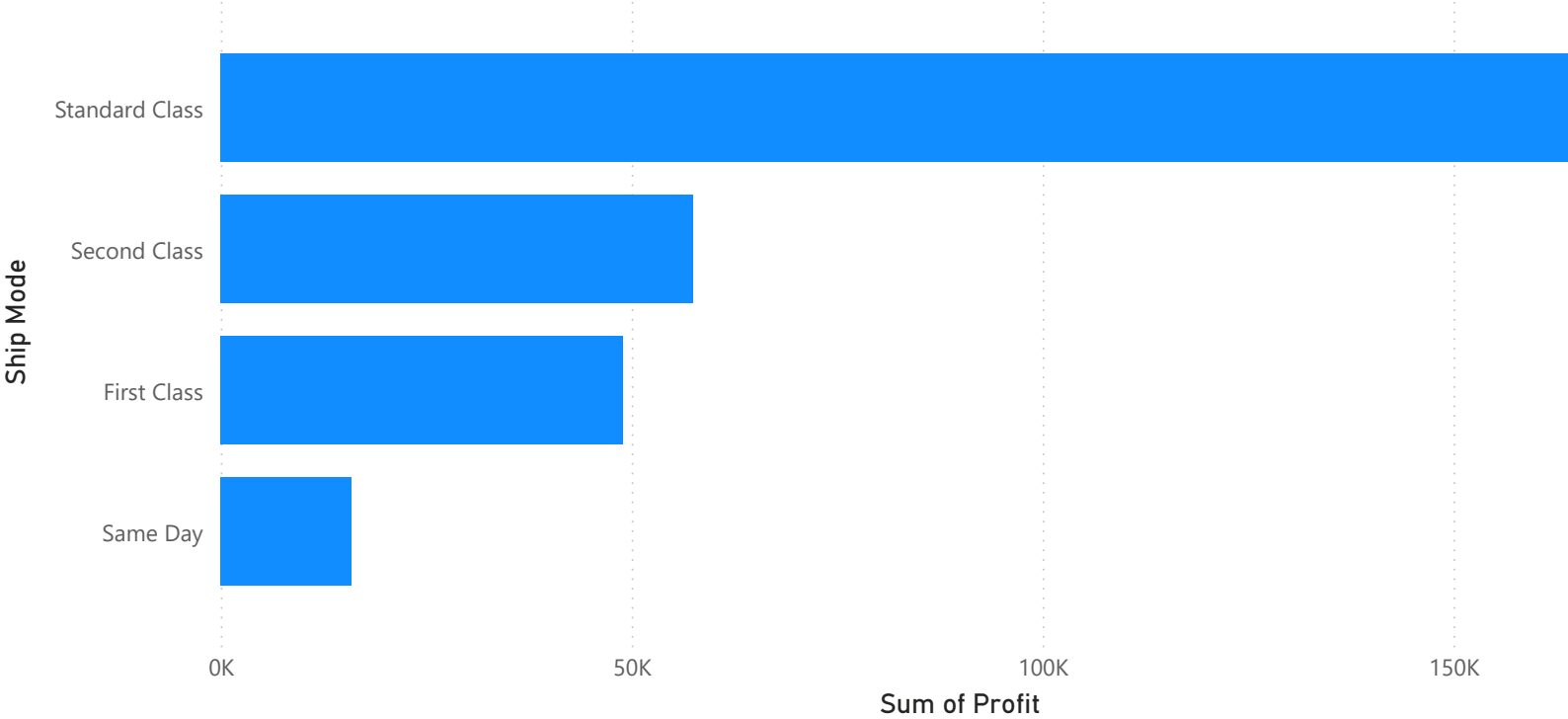
Count of Segment by Sales and Customer Name



The Pie Chart provides the customer segmentation by sales and customer name

SHIPPING ANALYSIS

Sum of Profit by Ship Mode



The Sum of Profit made by each of the four ship modes are explained here.

THANK YOU