DAY 8 – POWER BI CORE DASHBOARD

Dataset: Superstore Sales Dataset
Tool Used: Power BI Desktop
Analysis Type: Dashboard Development

1.Objective of Day 8

The objective of Day 8 was to build a core Power BI dashboard that visualizes key business metrics and insights derived from SQL analysis.

2.Data Preparation

- Cleaned dataset imported into Power BI

- Correct data types applied

- Measures created using DAX

3.KPIs Created

- Total Sales

- Total Profit

- Profit Margin %

These KPIs provide a high-level business overview.

4.Visualizations Developed

- Category-wise Sales and Profit

- Monthly Sales Trend

- Sub-Category Profit Analysis

- Region-wise Sales Performance

- Interactive Filters using slicers

Key Insights

- Some categories generate high sales but lower profit

- Sales show seasonal trends over time

- Certain sub-categories consistently underperform

- Profit margin provides better insight than sales alone

Business Recommendations

- Focus on high-margin products

- Improve strategy for loss-making sub-categories

- Use seasonal trends for planning

- Monitor profit margin regularly