Superstore Sales Dashboard - Power BI

📄 Project Overview

This project is a **Power BI dashboard** designed to analyze sales data from a **Super Store**. The dashboard provides interactive insights into **sales, profit, orders, and shipping trends** across different **categories, segments, regions, and time periods**. It helps businesses make data-driven decisions.

📊 Key Features

- **Sales Analysis**: Breakdown by **categories** (Technology, Furniture, Office Supplies) and **subcategories**.
- **Profit Analysis**: Monthly trends and most profitable states.
- **Regional Insights**: Sales distribution across **West, East, South, and Central** regions.
- **Customer Segments**: Sales contribution from **Consumers, Corporate, and Home Office**.
- **Shipping Trends**: Analysis by **ship mode** and average delivery time.
- **Payment Modes**: Sales distribution by **COD, Online, and Cards**.
- **Forecasting**: **15-day sales forecast** to predict future trends.

📂 Dataset Information

The dataset consists of **sales transactions** from **2019-2020**, covering:

- **Product details** (category, subcategory, and sales amount)
- **Sales and profit figures**
- **Customer segments**
- **Shipping details** (ship mode, delivery days)
- **Regional sales distribution**

🛠️ Tools & Technologies Used

- **Power BI** – for data visualization and dashboard creation.
- **DAX (Data Analysis Expressions)** – for calculations and measures.
- **Excel/CSV** – for data preprocessing.

🚀 How to Use the Dashboard

1. **Download the dataset and Power BI (.pbix) file** from the repository.
2. **Open in Power BI Desktop**.
3. **Interact with the dashboard** to explore sales patterns and trends.
4. **Modify the visuals or apply filters** for deeper insights.

📈 Business Insights

- **High Sales Regions**: The **West region** contributes the highest sales.
- **Profitable Months**: **Q4 months (Oct-Dec)** show increased sales and profit.
- **Top Selling Categories**: **Technology** leads in sales, followed by **Furniture**.
- **Preferred Payment Method**: **COD is the most used payment method (43%)**.
- **Shipping Mode Preference**: **Standard Class** is the most used shipping method.
- **Sales Forecasting**: A 15-day prediction helps plan inventory and marketing strategies.

🎨 Sample Visuals (Attach screenshots in the repository)

- Sales by **Region, Category, and Subcategory**
- Profit trends **by month and state**
- Customer **segmentation insights**
- **Sales Forecast for 15 days**

📚 Project Structure

```
├── Super_Store_Sales_Dashboard.pbix   # Power BI dashboard file
├── Dataset.csv / Dataset.xlsx         # Raw dataset file
├── README.md                          # Project details
├── Screenshots/                       # Dashboard images
├── Super_Store_Sales_Dashboard.pdf    # Report PDF
```

💪 Future Improvements

- Add **real-time sales tracking**.
- Integrate **SQL for data preprocessing**.
- Build **a machine learning model for advanced forecasting**.