

This Power BI report to analyze sales and profit figures from a Sample Superstore data set. The report has different visualizations representing key performance indicators through product categories, sub-categories, regions, cities, and shipping modes. It considers the total and average profits, sales, sold quantities, and applied discounts and presents a holistic view of business performance.

The data is divided into three broad categories of products—Technology, Office Supplies, and Furniture. Technology is the most profitable category, with major contributions from sub-categories like Copiers and Phones. Office Supplies also fare well with moderate profit contributions from Binders and Paper, while that for Furniture is more volatile, including some of the sub-categories contributing negative profits.

Regionally, the West leads in total profit, followed by the East, South, and Central regions. Visual breakdowns show profit patterns not only regionally but also specifically by cities, featuring cities such as Anaheim and Alexandria with high sales and profit percentages and others like Amarillo and Akron with losses. This regional information indicates where business is successful and where it might need to be improved.

The report also explores sales and profit values in sub-categories, where the top-grossing and most profitable products are identified. Sub-categories such as Phones, Chairs, and Copiers are notable due to their high profitability and sales. At the same time, certain categories such as Fasteners and Bookcases have low or negative profitability, which may indicate areas where a strategic rethink is necessary.

Shipping modes also contribute to profitability. Second Class and Standard Class are most utilized and profitable shipping modes, with Same Day and First Class, although less utilized, demonstrating lower profit contributions.

Further visualizations comprise number of cities engaged in sales, relative analysis of quantity sold, and patterns of discounts in regions and sub-categories. The breakdowns provide additional insight into operational dynamics, customer preferences, and logistical effects on profitability.

In general, the Power BI dashboard offers a snapshot of the Sample Superstore's financial and operational performance at a high level of detail. It supports data-driven decision-making by visually condensing important metrics and trends from various dimensions, enabling stakeholders to determine strengths, weaknesses, and areas for improvement.