

Sales & Revenue Analytics Dashboard – Project Report

1. Project Overview

This project focuses on analyzing sales and revenue performance using an interactive business analytics dashboard. The dashboard highlights KPIs such as total sales, profit, region-wise performance, and category-level trends.

2. Dataset

Dataset Used: Sample Superstore Dataset

Rows: ~10,000

Columns: 21

3. Tools Used

- Power BI / Tableau
- Excel

4. Dashboard Features

- KPIs: Total Sales, Total Profit, Average Discount, Total Quantity
- Region-wise sales and profit comparison
- Category and sub-category performance analysis
- Monthly trend charts for forecasting insights
- Customer segmentation insights using filters

5. Insights Generated

- West region generated the highest revenue.
- Technology category contributed the most profit.
- Office Supplies had low average profit despite high sales volume.
- December showed peak sales due to seasonal demand.

6. Conclusion

The dashboard helps businesses understand performance, identify problem areas, and take data-driven decisions for improvement. With dynamic filters and drill-downs, stakeholders can analyze performance from multiple angles.