

# SUPERSTORE



## **Project Objective:**

The objective of this project is to analyse business performance using key performance indicators (KPIs) and develop an interactive dashboard to support data-driven decision-making.

## **Tools Used:**

- Microsoft Excel (Data Cleaning & KPI Analysis)
- Power BI (Interactive Dashboard & DAX Measures)

## **Key KPIs:**

- Total Sales
- Total Profit
- Profit Margin
- Total Orders
- Average Order Value

These KPIs help evaluate revenue generation, cost efficiency, and overall profitability.

## **Dashboard Summary:**

The Power BI dashboard provides an interactive view of business performance across regions, categories, and time periods. Users can filter data dynamically using slicers.

## **Business Insights:**

- The West region contributes the highest revenue but shows moderate profit margins.
- Technology category generates the highest profitability compared to Furniture and Office Supplies.
- Sales peak during Q4, indicating seasonal demand.
- High discount levels reduce overall profit margin significantly.
- Some sub-categories generate high sales but low profit, indicating pricing inefficiency.
- Profitability varies significantly across regions, suggesting regional pricing strategy differences.

## **BUSINESS RECOMMENDATIONS:**

1. Optimize discount strategy to protect profit margins.
2. Focus marketing efforts on high-profit categories.
3. Re-evaluate low-performing sub-categories.
4. Implement region-specific pricing strategies.
5. Improve inventory planning during high-demand quarters.

## **Conclusion:**

The analysis reveals strong revenue performance in select regions and categories. However, profitability is influenced by discount strategies and regional performance differences. Strategic pricing and optimized promotional planning can significantly enhance business outcomes.

