📊 Superstore Sales Dashboard Report

📄 Objective:

This dashboard provides an interactive overview of sales performance across **time**, **product categories**, and **regions**. The visualizations help uncover patterns in monthly sales trends, top-performing regions, and category-wise contribution to total revenue. With this, business users can make data-driven decisions to optimize product focus, marketing strategy, and regional sales tactics.

🛠 Tools & Dataset:

- **Tool**: Power BI

- **Dataset**: Superstore_Sales.csv

- **Key Fields Used**: Order Date, Region, Category, Sales, Postal Code

Data Preparation Highlights:

- Transformed Order Date to a "Month-Year" format to visualize sales trends over time.

- Used slicers for filtering by Category and selecting time periods (via Year > Quarter > Month hierarchy).

- Created KPI cards to display **Total Sales** and **Count of Postal Codes** for high-level business metrics.

📊 Visualizations Overview:

1. **Line Chart: Sales by Month-Year**

    o   Displays a time-series trend of total sales.

    o   Notable downward trend starting from late 2015 to mid-2017.

2. **Bar Chart: Sales by Region**

    o   Visualizes the total sales contribution of each geographic region: West, East, Central, South.

    o   West region is leading in sales performance.

3. **Donut Chart: Sales by Category**

    o   Illustrates percentage contribution by category.

    o   Currently shows 100% for **Furniture** (possibly filtered by the slicer).

4. **Slicers**

    o   **Category Slicer**: Allows dynamic filtering by Furniture, Office Supplies, or Technology.

o **Time Slicer**: Enables selection by Year, Quarter, and Month for flexible time-based analysis.

5. **KPI Cards**

   o **Total Sales**: 728.66K

   o **Count of Postal Code**: 2.076K — indicates geographic diversity of the customer base.

🔍 **Insights from the Dashboard:**

1. **Sales Have Declined Over Time**
   The line chart shows a **steady decline in sales** from the end of 2015 to mid-2017. This trend highlights potential issues in retention, seasonal sales drop, or operational factors such as supply chain changes.

2. **West Region Continues to Outperform**
   The bar chart confirms that the **West region** generates the highest total sales compared to other regions. This suggests a strong customer base or better distribution network in the West.

3. **Furniture Category Dominates the Sales**
   The donut chart currently displays **100% sales from Furniture**, which means the dashboard is filtered to only show this category. When compared to other categories (once filters are removed), Furniture likely remains a strong performer.

4. **Seasonality or Promotion Effects Not Prominent**
   The downward line trend over time suggests that if promotions or campaigns were run, they haven't significantly boosted monthly sales. Future initiatives should consider seasonal timing more carefully.

5. **Data Granularity and Filtering is Strong**
   With interactive slicers, users can dive deep into any region, category, or time period to view tailored performance. This supports personalized business planning and reporting.

📌 **Recommendations:**

- **Investigate Sales Decline**: Analyze product-level data and customer behavior during 2016–2017 to identify the cause behind falling sales. Was it due to price hikes, reduced demand, or inventory issues?

- **Leverage High-Performing Regions**: Since the West region is leading, replicate successful tactics from that area in underperforming regions like the South.

- **Category Performance Comparison**: Unfilter the dashboard to evaluate **Office Supplies** and **Technology** categories. Identify what's driving or limiting their performance compared to Furniture.

- **Enhance Promotions in Q2/Q3**: The drop in sales across mid-year months suggests an opportunity to run promotional campaigns or introduce new SKUs during that period.

✅ Conclusion:

This dashboard delivers a clear and functional view of Superstore sales performance. It helps stakeholders quickly understand key trends, strengths, and concerns within the business. The interactive features make it easy to explore the data further and support deeper decision-making across regional, product, and time-based dimensions.