

Data Visualization Project – One Page README (With Chart Explanations)

This project analyzes Superstore sales data using Power BI. Below is a short, clear summary of tools used, technologies applied, and explanations of all dashboard visuals shown.

Tools Used:

- Power BI – dashboard building & visuals
- Excel/CSV – dataset storage
- Power Query – data cleaning

Technologies Applied:

- Data Cleaning & Modeling
- DAX Basics
- Dashboard Design Principles
- Visual Storytelling

Dashboard Visual Explanations:

- **Sales by Year:** Shows yearly revenue trend showing stable but moderate growth.
- **Sales by Category:** Technology leads sales followed by Furniture & Office Supplies.
- **Profit by Sub-Category (Treemap):** Phones & Accessories drive the highest profits.
- **Sales by City (Map):** Highlights major revenue cities across India.
- **Profit by Region:** West region performs the strongest followed by South & North.
- **Sales by Region:** Sales remain consistent across regions, West being highest.
- **Sales by Segment:** Corporate and Consumer segments generate the most revenue.
- **Profit by Segment:** Corporate segment has the highest profit margin.
- **Discount vs Profit (Scatter Plot):** Higher discounts reduce profit significantly.
- **Quantity by Sub-Category:** Accessories & Tables have the highest sales volume.

Summary:

These visuals provide a complete view of product performance, customer behavior, and regional profitability, supporting smart business decisions.