

Global Superstore Dashboard

USING POWER BI BY VIDISHA KEDIA

Background of the Project

Purpose of the global superstore dashboard

- ▶ to provide a comprehensive overview of the business's performance and identify areas where the business can improve.
- ▶ the dashboard is designed to be used by business analyst, business stakeholders at all levels, from executives to frontline managers.

Objective

By providing these learnings and insights, the dashboard helps business stakeholders to:-

- ▶ Make data-driven decisions about how to allocate resources, develop new products, and improve operations
- ▶ Identify trends and patterns in the business
- ▶ Track key metrics over time
- ▶ Drill down into specific data points to get more insights
- ▶ Share data with other stakeholders in a visually appealing and easy-to-understand format



Global Superstore Dashboard

Date

01-01-2011

31-12-2014

Category

- Select all
- Furniture
- Office Supplies
- Technology

Segment

- Select all
- Consumer
- Corporate
- Home Office

Country

All

Products

All

Total Sales

12.64M

Total Profit

1.47M

Total Quantity Sold

178K

Total Cost price

11.18M

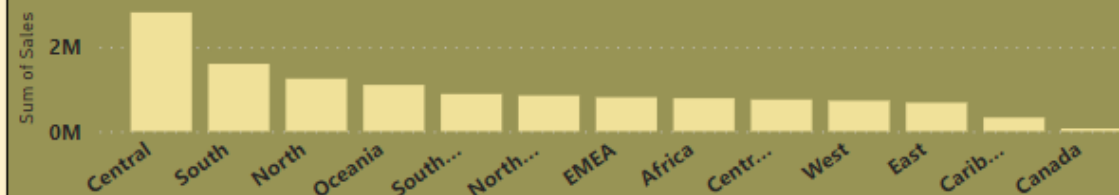
Total Profit %

1123...

Avg sales per item

7.1M

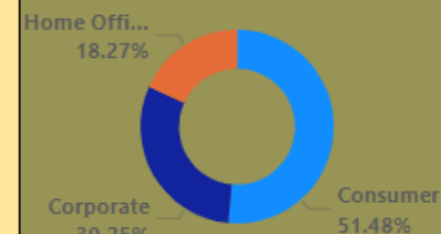
Sum of Sales by Region



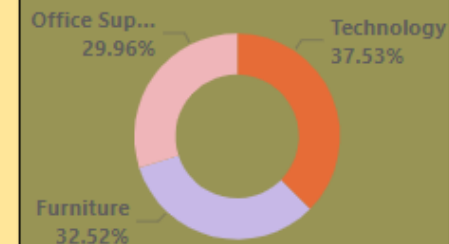
Top 5 Profitable products

Product Name	Sum of Sales	Sum of Profit	Sum of PROFIT PERCENTAGE
Sauder Classic Bookcase, Traditional	39,108.30	10,672.07	1090.27%
Cisco Smart Phone, Full Size	76,441.53	17,238.52	1066.11%
Hoover Stove, Red	31,663.78	11,807.97	983.63%
Motorola Smart Phone, Full Size	73,156.30	17,027.11	919.78%
Canon imageCLASS 2200 Advanced Copier	61,599.82	25,199.93	346.15%

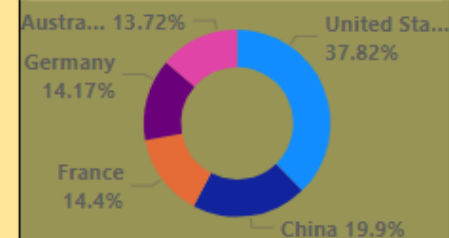
Sum of Sales by Segment



Sum of Sales by Category



Top 5 profitable countries



Project Learnings

A Power BI dashboard for a global superstore can provide a variety of insights into the business, including:

- ▶ Sales performance: The dashboard can show how sales are performing overall, as well as by region, product category, customer segment, and other dimensions. This information can help the business to identify areas where sales are strong and areas where there is room for improvement.
- ▶ Customer behaviour: The dashboard can also provide insights into customer behaviour, such as which products are most popular, which customers are most profitable, and which regions have the highest customer satisfaction. This information can be used to improve the customer experience and develop more effective marketing campaigns.
- ▶ Operational efficiency: The dashboard can also be used to track operational metrics, such as order fulfilment times, inventory levels, and return rates. This information can be used to identify areas where the business can improve its efficiency and reduce costs.

Here are some specific examples of insights that can be gained from a global superstore Power BI dashboard:

- ▶ The dashboard can show which regions are generating the most sales and which are the least. This information can be used to allocate marketing and sales resources more effectively.
- ▶ The dashboard can show which product categories are most profitable and which are least. This information can be used to develop new products, discontinue products that are not performing well, and adjust pricing.
- ▶ The dashboard can show which customer segments are most valuable and which are least. This information can be used to target marketing campaigns more effectively and to develop loyalty programs for high-value customers.
- ▶ The dashboard can show which operational areas are most efficient and which are least. This information can be used to identify areas where the business can improve its efficiency and reduce costs.

Dashboard Insights

- ▶ North America is the most profitable region, followed by Europe and Asia Pacific.
- ▶ Furniture is the most profitable product category, followed by technology and office supplies.
- ▶ The most profitable customer segment is consumers, followed by corporates and home offices.
- ▶ The top 5 profitable products are all furniture items.
- ▶ The top 5 profitable countries are the United States, France, China, Germany, and the United Kingdom.
- ▶ The average sales per item is highest for the office supplies category, followed by technology and furniture. This suggests that office supplies are the most profitable category on a per-item basis.
- ▶ The return rate is highest for the technology category. This suggests that customers are more likely to return technology products than products from other categories.
- ▶ The order fulfilment time is highest for the South America region. This suggests that it takes longer to fulfil orders in South America than in other regions.

The business can use these insights to make informed decisions about how to allocate resources, develop new products, and improve its operations.