

SUPERSTORE SALES FORECASTING DASHBOARD

Using Power BI by Vidisha Kedia

BACKGROUND OF THE PROJECT

Purpose of the global superstore dashboard

- The purpose of the Superstore sales forecasting dashboard is to provide a visual representation of the company's sales performance and to help users identify trends and patterns.
- This sales forecasting dashboard is to help users make informed decisions about sales strategy and resource allocation.

OBJECTIVE

The dashboard provides a variety of metrics, including:

- Identify high-performing regions, product categories, customer segments, and salespeople.
- Track sales performance over time and identify trends and patterns.
- Set realistic sales goals and targets.
- Allocate resources to the areas of the business that are most likely to generate revenue.

Superstore Sales Dashboard

Sales

2M

Profit

175K

Quantity

22K

Avg Delivery Days

4

Select all

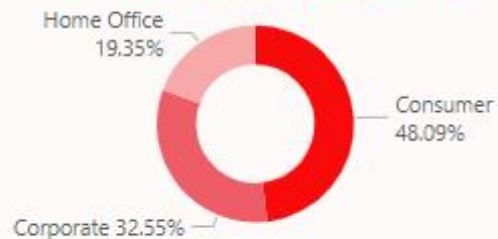
Central

East

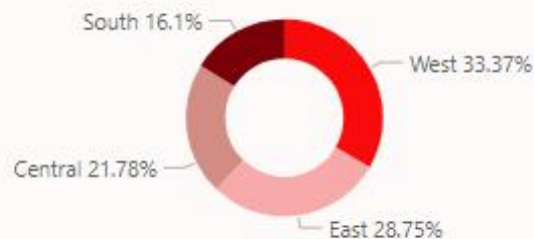
South

West

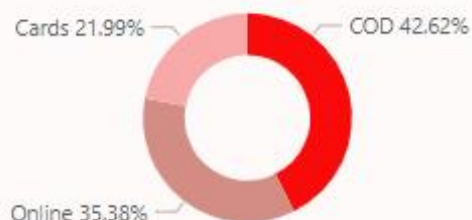
Sum of Sales by Segment



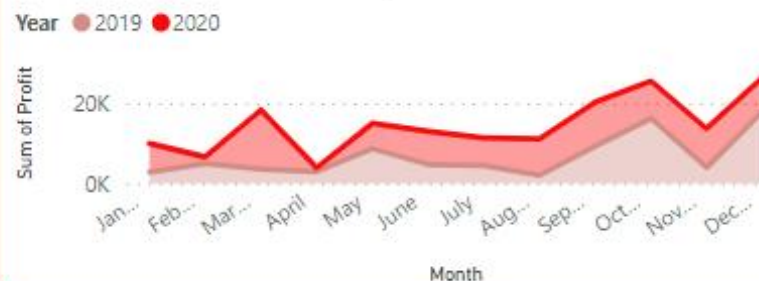
Sum of Sales by Region



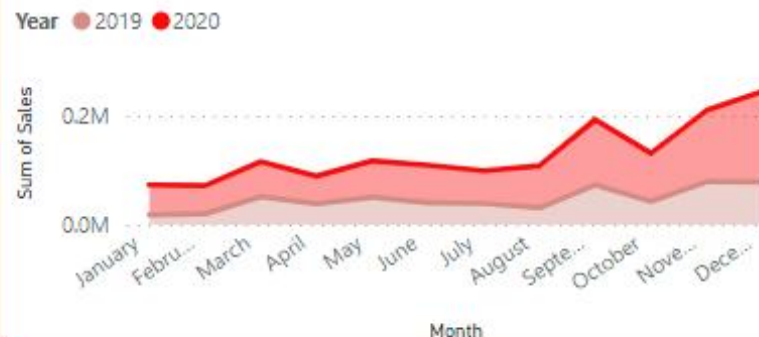
Sum of Sales by Payment Mode



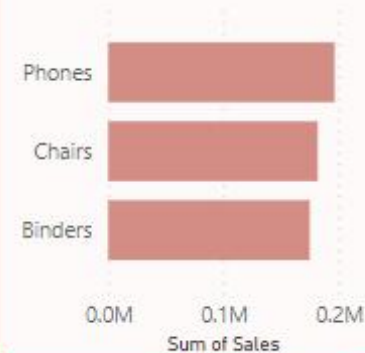
Sum of Profit by Month and Year



Sum of Sales by Month and Year



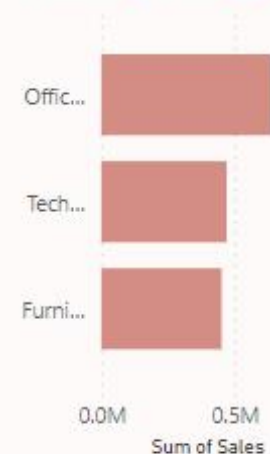
Sales by Sub Category



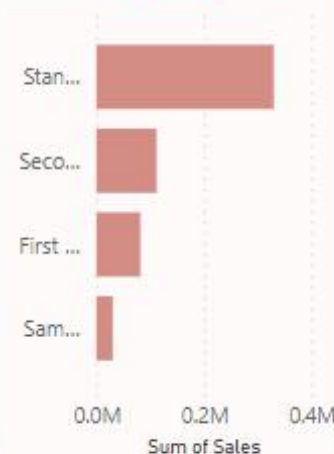
Sum of Sales by State



Sales by Category

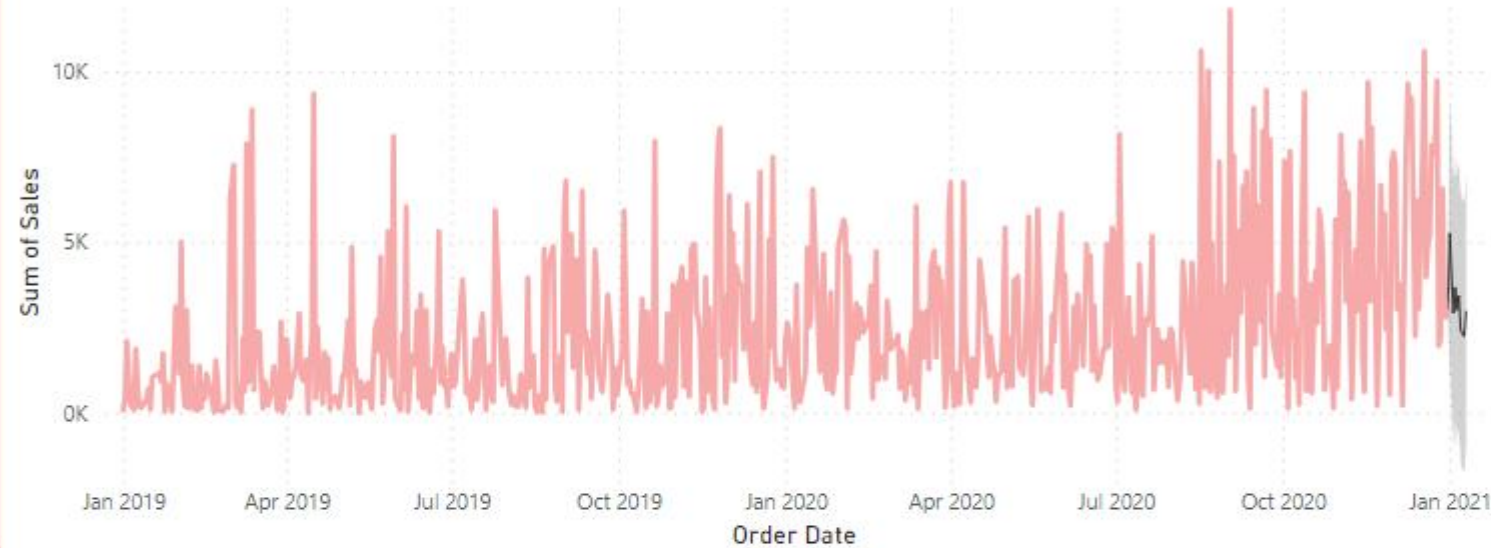


Sales by Ship Mode



Sales Forecast

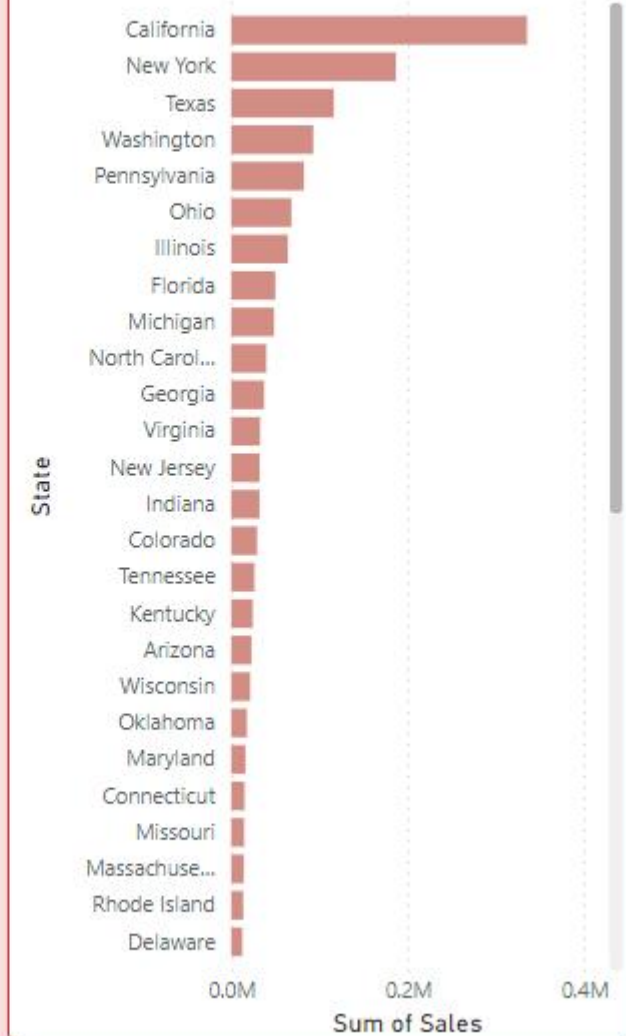
Sum of Sales by Order Date



Sum of Sales by Order Date



Sum of Sales by State



PROJECTS LEARNINGS

The following are some project learnings from the sales forecast-

- Sales forecasting is a complex task that requires the consideration of many factors. The image shows a variety of data points that can be used to forecast sales, including historical sales data, market trends, and economic conditions.
- Sales forecasting can be used to make better business decisions. By understanding how sales are likely to perform in the future, businesses can make informed decisions about resource allocation, product development, and marketing campaigns.
- Sales forecasting is not an exact science. There is always some degree of uncertainty involved in forecasting sales. However, by using accurate data and sophisticated forecasting methods, businesses can improve the accuracy of their forecasts.
- Sales forecasts should be updated regularly to reflect changes in the market.

PROJECTS LEARNINGS

The following are some project learnings from the sales forecast(contd.)-

- Overall, the sales forecast image provides a valuable overview of the company's sales performance and identifies some key areas where the company can focus its efforts to improve sales.
- It is important to use historical data to inform sales forecasts. However, it is also important to consider current market trends and economic conditions.
- Sales forecasts should be used in conjunction with other business planning tools, such as marketing plans and budgets.
- By following these project learnings, businesses can improve the accuracy and reliability of their sales forecasts. This can lead to better business decisions and increased profitability.

DASHBOARD INSIGHTS (1ST IMAGE)

Here are some specific insights that can be gained from the dashboard:

- The company is on a positive growth trajectory. Sales have been increasing steadily over the past few years.
- The company is generating the most revenue from the Northeast region of the country. This suggests that the company may want to allocate more resources to this region.
- The company is generating the most revenue from furniture products. This suggests that the company may want to focus its product development and marketing efforts on furniture products.
- The company is generating the most revenue from customers in the manufacturing industry. This suggests that the company may want to focus its sales efforts on this industry.
- The company can use these insights to make better business decisions about resource allocation, product development, and marketing campaigns.

DASHBOARD INSIGHTS (2ND IMAGE)

The 2nd image is a sales forecast dashboard that shows the following insights:

- Here are some specific examples of how the company can use the insights from the dashboard:
- The company could open more stores in the Northeast region of the country.
- The company could hire more sales reps to focus on the Northeast region and the manufacturing industry.
- The company could invest in developing new furniture products and marketing them to customers in the Northeast region and the manufacturing industry.
- The company could offer discounts and promotions to customers in the Northeast region and the manufacturing industry.
- By taking these actions, the company can increase sales and profitability.