Sales Trend Over Time

Sum of Sales vs. Month (January – October), values ranging from 0.1M to 0.4M

Profit by Sub-Category

Copiers | Phones | Accessories | Paper | Chairs | Appliances | En... | Art | Binders | Storage | Furnishings | Labels

Region and Sales

Sales ●0.444 ●0.556 ●0.836 ●0.852 ●0.876 ●0.898 ●0.984 ●0.99 ●1.044 ●1.08 ●1.112 ●1.167 ●1.188 ●1.192 ●1.234 ●1.24 ●1.248

AFRICA • Indian Ocean • AUSTRALIA • SOUTH AMERICA • Indian Ocean • AUSTRALIA

Microsoft Bing

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Sales & Profit by Category

● Sum of Profit ● Sum of Sales

Category: Technology, Office Sup..., Furniture
Sum of Profit and Sum of Sal... (0.0M – 1.0M)

Segment-wise Sales

0.43M (18.7%)
0.71M (30.74%)
1.16M (50.5...)

Segment
● Consumer
● Corporate
● Home Off...

2.30M
Sum of Sales

286.40K
Sum of Profit

Sales by Product Name

Product Name: Canon i..., Fellowes..., Cisco Tel..., HON 54..., GBC Doc..., GBC Ibi..., Hewlett..., HP Desi..., GBC Doc..., High Sp..., Lexmark...
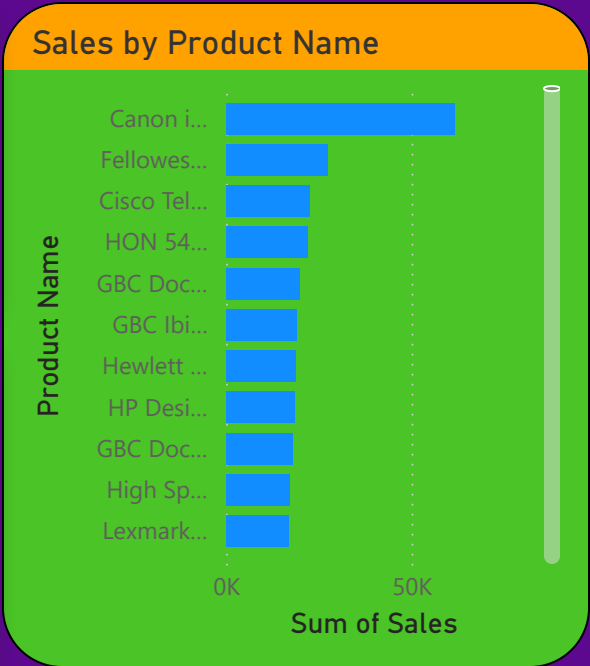Sum of Sales (0K – 50K)

Power BI Dashboard Summary – Superstore Sales Analysis

Objective:

To provide an interactive and insightful overview of Superstore's sales performance, profit trends, customer segments, and shipping methods across various regions and product categories.

1. Sales Trend Over Time

- **Chart:** Line Chart

- **Insight:** Shows monthly sales progression, helps identify seasonal patterns or growth trends.

2. Sales & Profit by Category

- **Chart:** Clustered Bar Chart

- **Insight:** Compares sales and profit margins across major product categories (Furniture, Office Supplies, Technology).

3. Profit by Sub-Category

- **Chart:** Treemap

- **Insight:** Highlights sub-categories contributing most and least to profit.

4. Region and Sales

- **Chart:** Filled Map

- **Insight:** Geographical performance with region-wise sales distribution.

5. Segment-wise Sales

- **Chart:** Donut Chart

- **Insight:** Displays how different customer segments (Consumer, Corporate, Home Office) contribute to overall sales.

6. Sales by Ship Mode

- **Chart:** Pie Chart or Bar Chart

- **Insight:** Shows preference and usage of different shipping modes.

7. Sum of Sales Card

- **Visual:** Card Visuals

- **Insight:** Displays total sales for quick reference.

8. Sum of Profit Cards

- **Visual:** Card Visuals

- **Insight:** Displays total profit for quick reference.