

SuperStore Sales Dashboard Project Report

Project objective: To provide valuable business insight and sales forecast with the help of an interactive dashboard.

Methodology:

- Analyzed the SuperStore dataset.
- Built a dashboard with KPIs, charts and interactive filters capabilities allowing the user to explore the data at various levels of granularity. Tool used Power BI.
- Sales Forecasting: Applied the time series analysis to generate the sales forecasts for next 15 days.

Insights:

- Total sales were \$1.6 Million for SuperStore in 2019-2020 period. With 22 thousand orders and a profit of \$175 Thousand.
- Sales by category was highest for office supplies and by subcategory for phones.
- Sales by region was highest in the west region and California State had the highest sales among all states making it a very important market to cater to.
- Sales by month was highest in December month for both years however the profit was highest in March for 2020 and in December for 2019.

These insights will support SuperStore in strategic decision making and improving growth, efficiency and customer satisfaction.