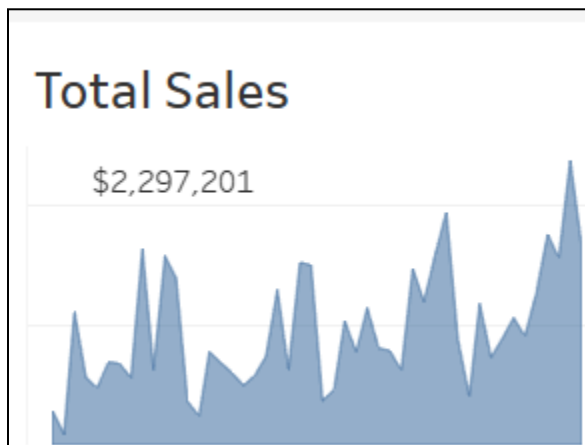


Day4 - Dashboard Design

Dataset Used: SuperStore.csv

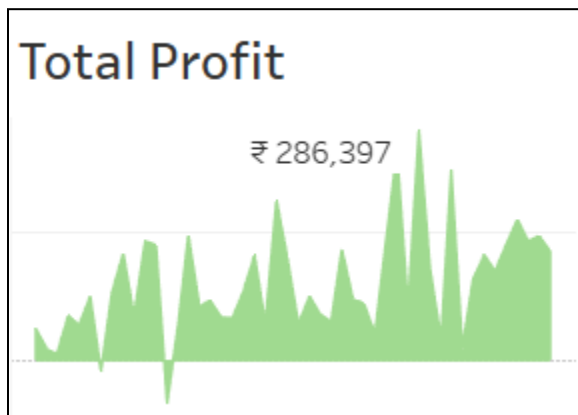
Total Sales (KPI)

Displays the overall revenue generated from product sales across all regions.



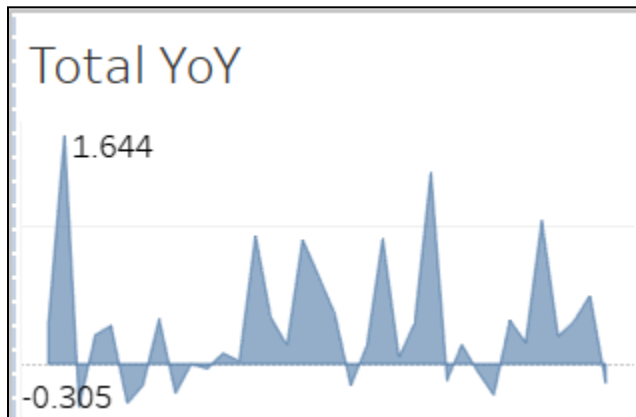
Total Profit (KPI)

Shows the total net profit after deducting all costs associated with sales.



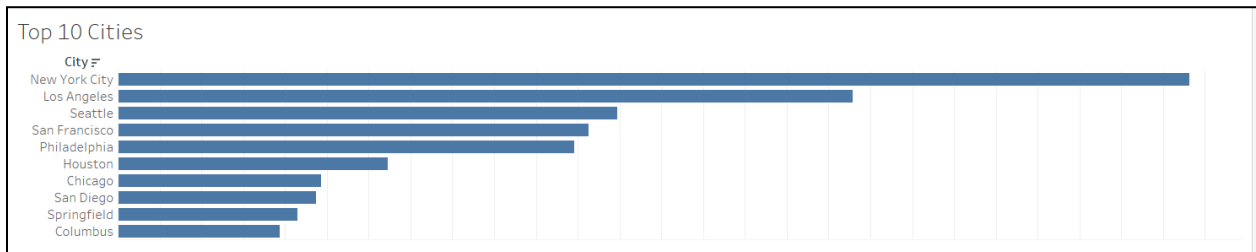
Total YoY (KPI)

Year-over-Year growth percentage in sales, indicating business performance over time.



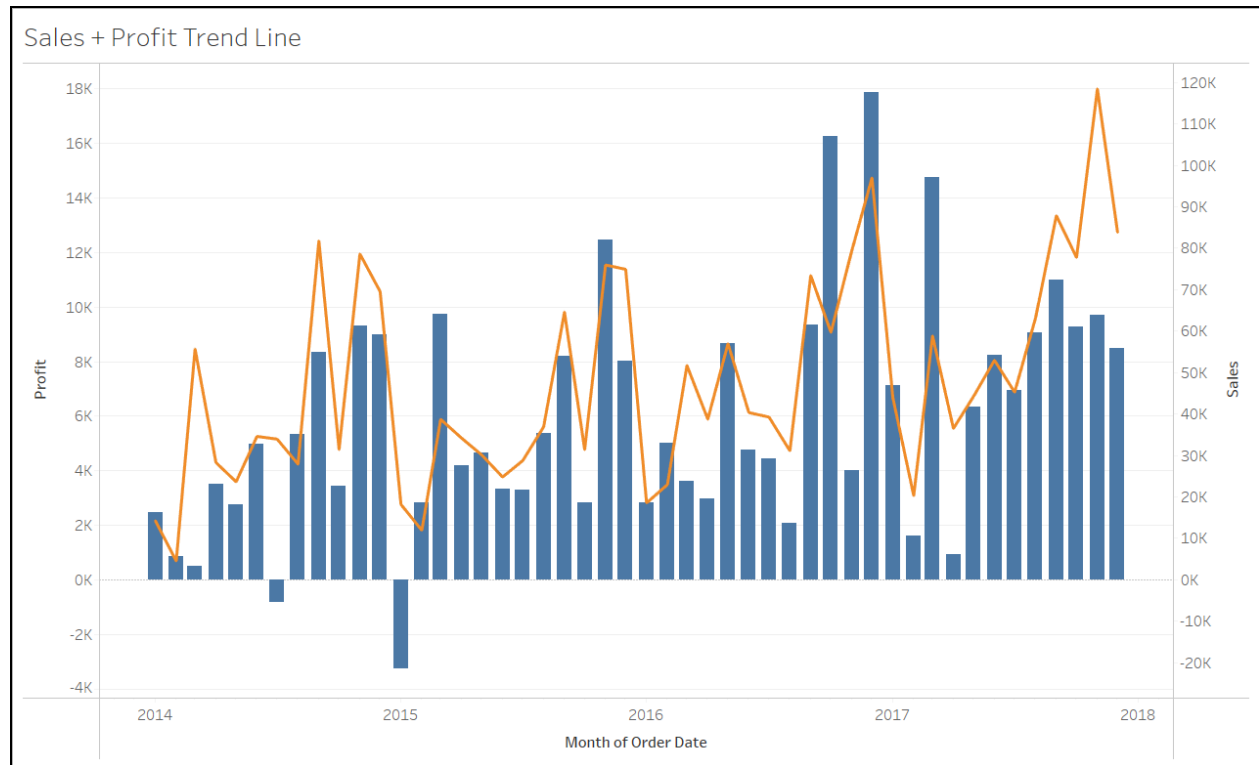
Top 10 Cities in Sales

Ranks cities based on their total sales figures to identify top-performing markets.



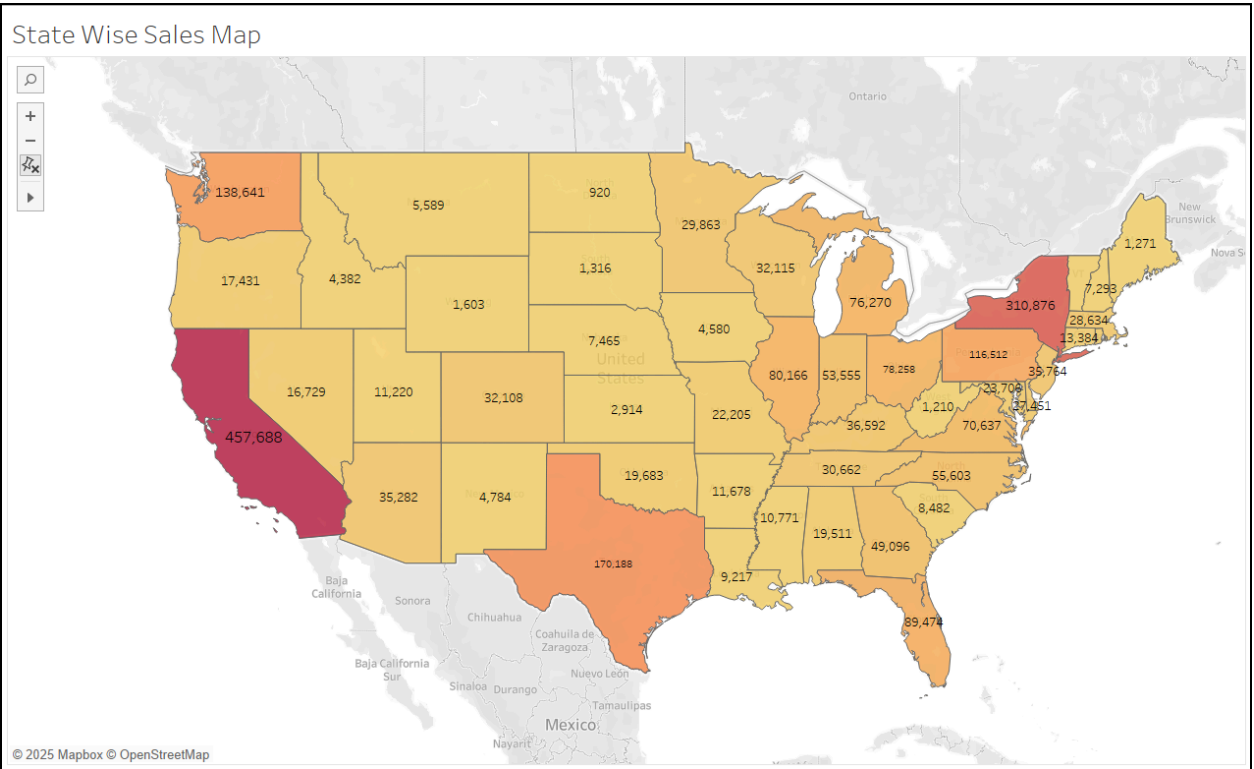
Sales + Profit Trend line + bar

Visualizes monthly sales and profit trends to understand seasonal patterns.



State wise sales map

Geographic map representing state-level sales distribution across regions.

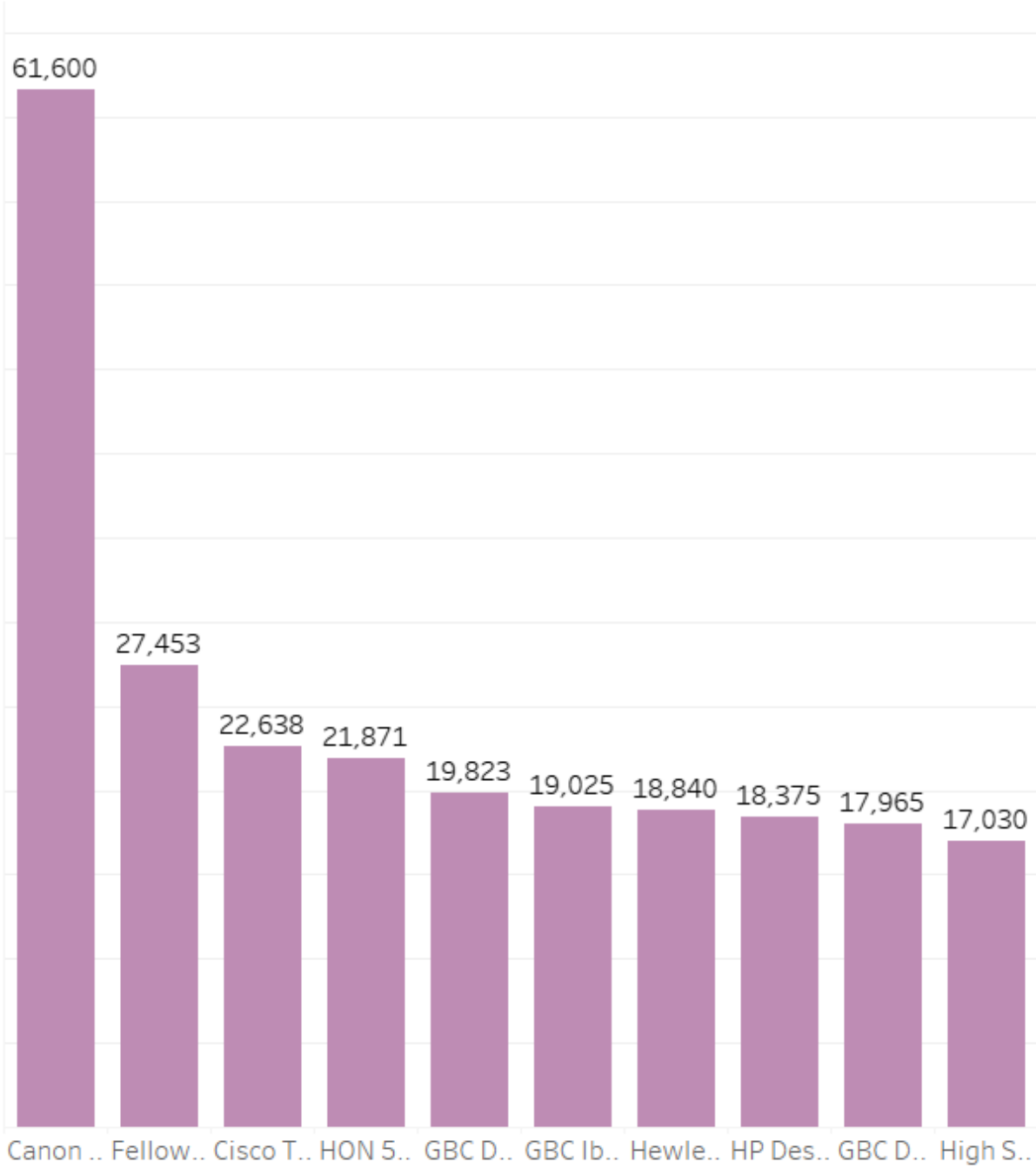


Top 10 products

Lists products with the highest sales, helping to identify best-sellers.

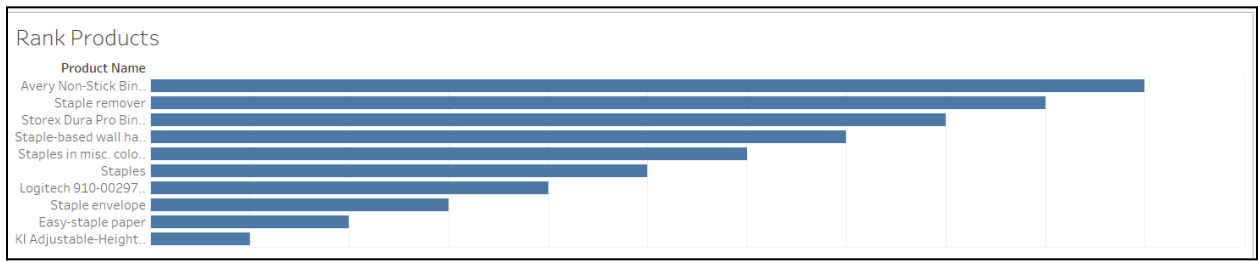
Top 10 Products

Product Name



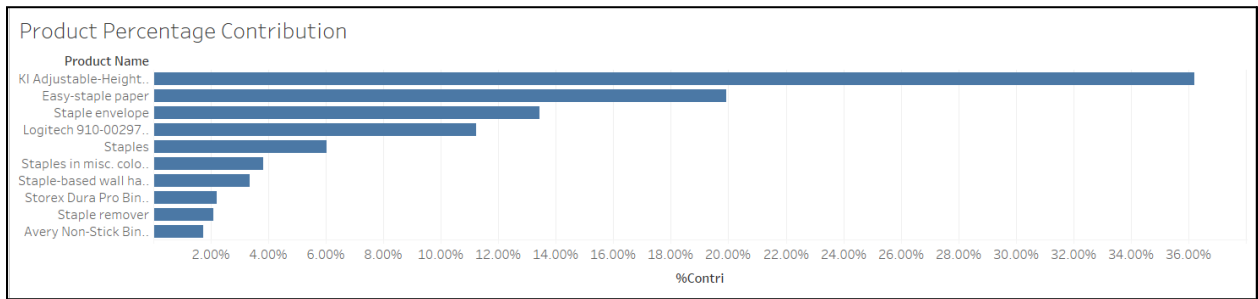
Rank Products

Ranks all products based on sales or profit to understand performance hierarchy.



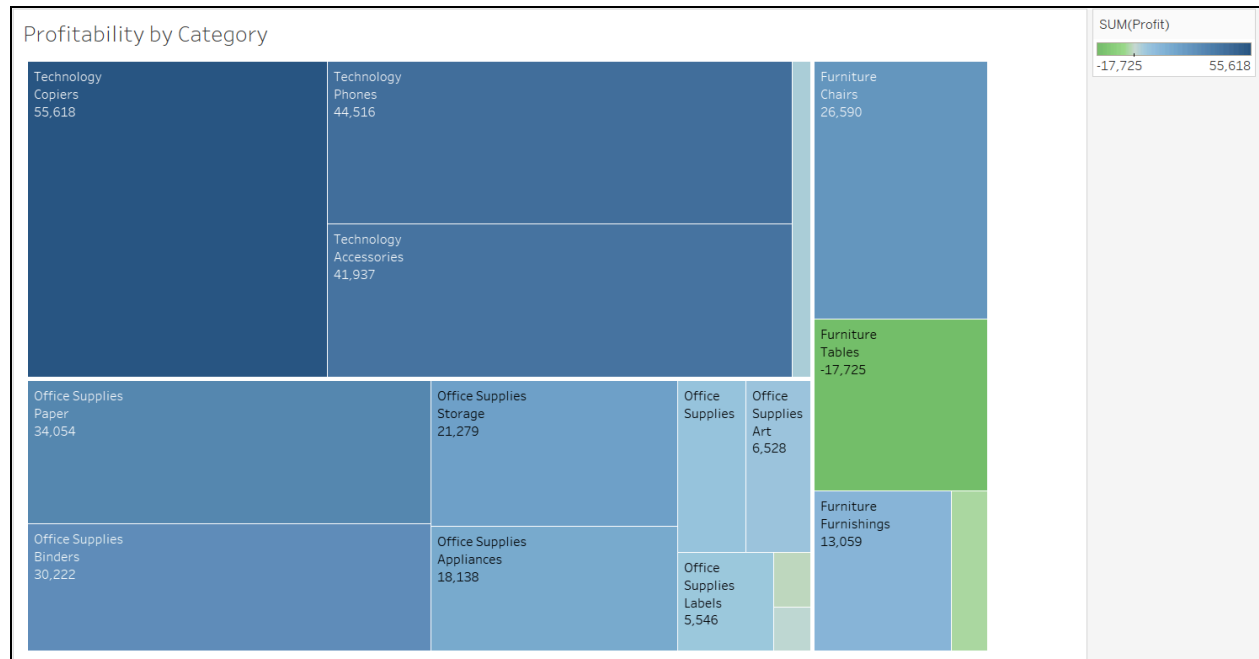
Product percentage contribution

Shows each product’s contribution to total sales as a percentage.



Profitability by category Heat map

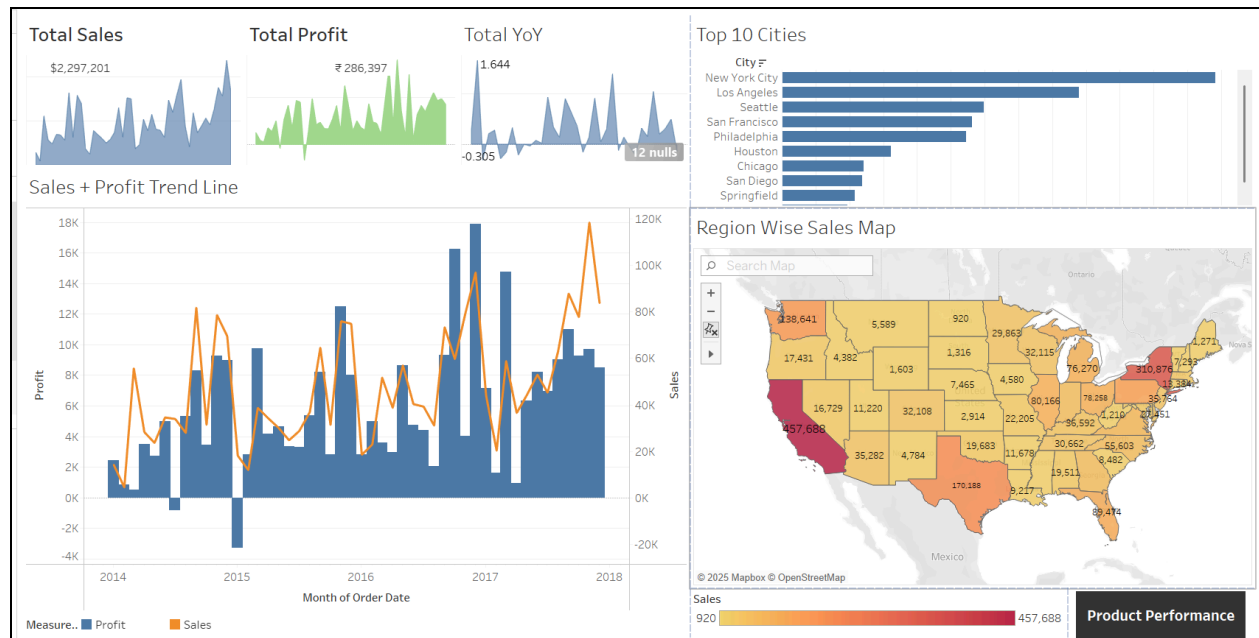
Color-coded heatmap representing profit margins across product categories.



Dashboard Summaries

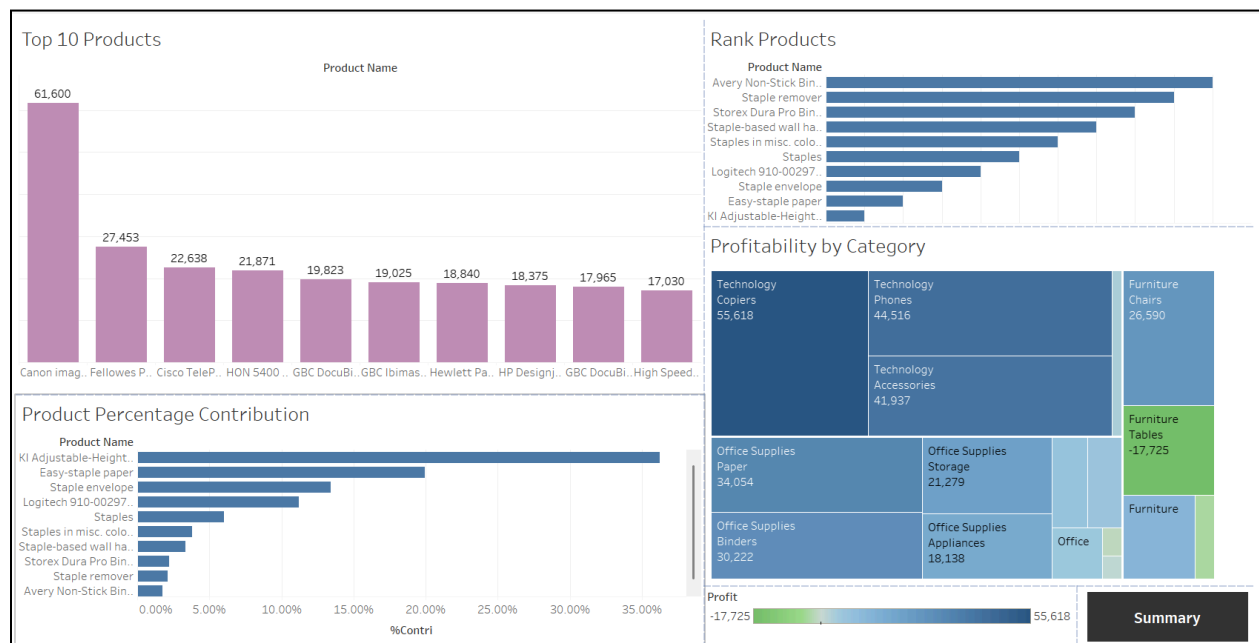
Summary Dashboard

The Summary dashboard provides an overarching view of business performance by showcasing key metrics like total sales, profit, and year-over-year growth. It includes location-based analysis through top-performing cities and states, and highlights sales and profit trends over time.



Product Performance Dashboard

The Product Performance dashboard dives deep into individual product metrics, identifying best-selling products, profit contributions, and category-level profitability. This helps businesses understand product-level drivers of success.



Summary

Overall Inference

From the combined analysis of both dashboards, we can infer high-performing regions and products, monitor profitability at multiple levels, and recognize sales trends and seasonal patterns. This insight is critical for data-driven decision-making in marketing, inventory planning, and sales strategies. The use of interactive navigation buttons enhances the user experience and makes transitioning between dashboards seamless and intuitive.