

TASK:04

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Superstore Dashboard Design Summary

1. Objective

This task involves designing an interactive dashboard using Power BI or Tableau, based on the Superstore dataset. The objective is to provide business stakeholders with clear insights into sales performance, profitability, and regional trends.

2. Key Performance Indicators (KPIs)

- Total Sales: Total revenue generated from customer orders.
- Total Profit: Net profit after discounts and costs.
- Total Orders: Total number of transactions or order lines.
- Profit Margin (%): Percentage of profit over sales.

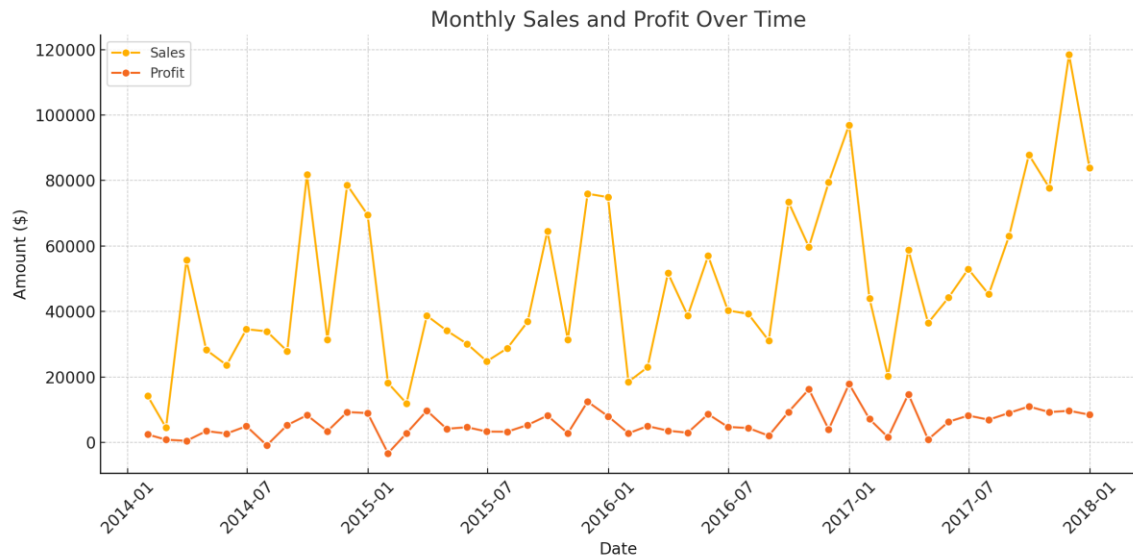
3. Dashboard Components

The following elements are recommended for the dashboard:

- Time-Series Charts: Monthly Sales and Profit trends.
- Interactive Filters: By Date, Region, Segment, Category, Sub-category.
- Category-wise Charts: Bar graphs for sales and profit breakdowns.
- Regional Visualization: Use maps or treemaps for geographic insights.
- Summary Cards: Highlight total KPIs at the top.
- Navigation Panel: Allows users to switch between dashboard sections (optional).

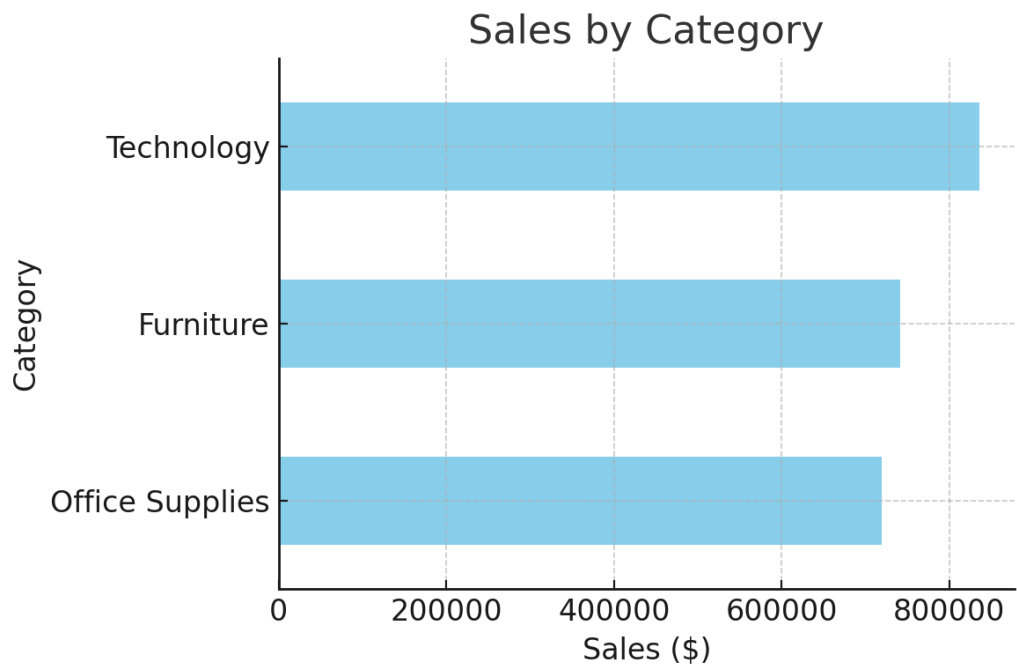
4. Sales & Profit Trends Over Time

The chart below shows how Sales and Profit have changed over time on a monthly basis:



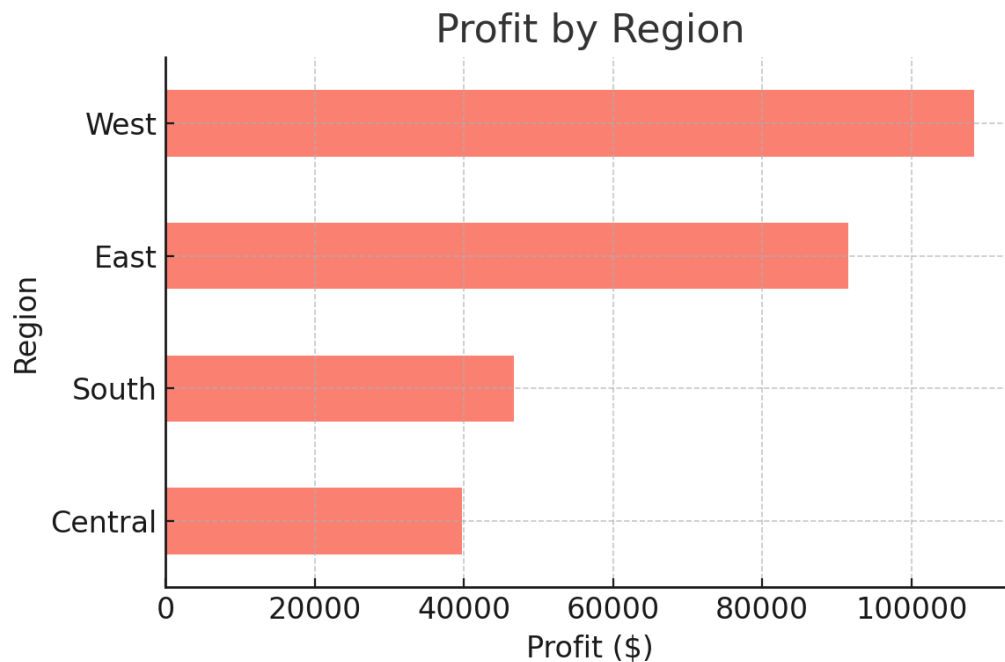
5. Sales by Category

This horizontal bar chart highlights total sales by product category:



6. Profit by Region

The following chart shows profitability across different regions:



7. Dashboard Design Best Practices

- Use a clean, consistent color scheme throughout the dashboard.
- Position KPIs and summary cards at the top for quick reference.
- Include filters and slicers to enable dynamic data exploration.
- Make use of tooltips, legends, and clear labels for readability.
- Keep each view focused and avoid overcrowding with too many visuals.
- Consider using bookmarks or navigation buttons if the dashboard spans multiple pages.

8. Conclusion

This dashboard design aims to empower business users to gain real-time insights into sales and profit trends, identify high-performing categories, and understand regional performance. The interactive elements and visual storytelling will make it easier to uncover opportunities and drive strategic decisions.