

SUPERSTORE SALES DASHBOARD

Video link (Ctrl + click to follow this link)

DESCRIPTION:

I developed a Superstore sales dashboard using Microsoft Power BI with the aim of offering a snapshot of the store's performance and generating valuable insights. This dynamic tool presents critical metrics such as sales, total orders, and profit, allowing stakeholders to grasp the operational health of the store at a glance.

I've focused on identifying top performers across products, departments, and store locations. By employing interactive data visualizations, the tool helps to not only identify sales trends but also highlights top-performing products and spotlights areas that require immediate attention or improvement.

The dashboard's advanced analytic capabilities bring further depth to the analysis. With features enabling drill-down into granular data and access to real-time performance metrics, users are empowered to make swift, informed, data-driven decisions.

OPERATIONS PERFORMED:

Data cleaning, Data analysis, Data visualization, Sales forecasting

PROJECTS INSIGHTS:

The interactive Superstore Sales Dashboard provided several key insights into the company's performance over the past two years. Firstly, it showed the total profit earned, amounting to 175.26K, alongside the total sales of 1.57M across the 22K orders placed during this period. This data helped paint a picture of the company's financial health and operational efficiency.

Further analysis of category and subcategory sales revealed the high market performance of 'Office Supplies' and 'Phones', totaling sales of 0.64M and 0.20M respectively. This information has been crucial in understanding which products are driving revenue and may guide future inventory decisions.

Profit-wise, the months of March, October, and December stood out as particularly profitable, indicating possible seasonal influences on our profitability. Similarly, the highest sales volumes were recorded during September, November, and December, hinting at the potential influence of holiday shopping.

The dashboard also categorized sales based on the type of customers, revealing 'Consumers' as the primary source of sales. This understanding can assist in tailoring marketing and sales strategies to further cater to this customer group.

Geographical insights derived from the map visualization showed California leading in sales with a revenue of 0.34M. This insight can guide strategic decisions regarding

marketing, distribution, and potential expansion.

In summary, the dashboard offered a wealth of insights, highlighting profitable products, peak sales periods, customer categories, and geographic sales distribution. This information has been instrumental in understanding past performance and will undoubtedly guide future strategic decisions to enhance profitability.

LEARNING:

Incorporated data analysis techniques, specializing in time series analysis, to deliver valuable insights, interactive dashboard creation and driving business success.

