

# POWER BI CASE STUDY

## Tasks to Complete

### 1. Importing the Data

- Load the **Superstore dataset** into Power BI.
- Ensure the data is cleaned, with no missing values or errors in the columns.

### 2. Dashboard Creation

Create an interactive dashboard in Power BI that answers the following questions:

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### Key Questions

- each question has to be answered for the most recent year
- answer each question with a visual, unless asked for any other inputs

#### 1. Sales and Profit Analysis

- What is the total sales and profit generated for the company?
- Identify the top 5 performing products in terms of **profit**.

#### 2. Regional Performance

- Which region has the highest total sales?
- Which region is least profitable?

#### 3. Category Insights

- What are the sales and profit contributions of different product categories (Furniture, Office Supplies, Technology)?
- Which category has the highest sales growth, show it through visual only?

#### 4. Customer Segmentation

- Identify the top 10 customers by sales for each category
- Identify the top 10 customers by sales in each region

#### 5. Time-Based Trends

- Show a line chart to display sales trends for the past two years.
- Do you see any seasonality patterns or peak, note your observations.

#### 6. Key Performance Indicator (KPI)

- Add KPIs to track overall sales, profit, and order quantities.
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## Bonus Task

- Use conditional formatting to highlight any products with **negative profits**.
  - Suggest at least one actionable insight from your findings
  - Feel free to add extra visual to your dashboard that helps in getting more information from the data
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## Deliverables

- A single Power BI report file (\*.pbix) with all the above tasks completed.
- The dashboard should have a clean and professional design, with slicers for interactivity (e.g., filtering by region, category, or year).