



# Super Store Marketing Insights

Microsoft Power BI Dashboard Overview

*Disclaimer: Data shown is entirely fictional  
and for illustrative use only*

**Portfolio Projects:** Microsoft Power BI Dashboards

Data Source: [Kaggle.com](https://www.kaggle.com)

# Functions & Techniques in Dashboard Development

This dashboard focuses on a simple design to showcase actionable results.

Back-end development includes:

- Data modeling via Power Query Editor
  - Calculated measures using DAX
  - Calculated columns
  - Functional slicers to filter results
  - Theme Customization
- 

## Analysis Goal

This dashboard was designed for a fictional stakeholder and provides high-level insights to help identify new targeted marketing campaigns that can increase revenue.

Key insights:

- Which states are the most profitable.
- Which product categories drive the most revenue.
- Which customer types spend the most.



# Super Store Marketing Insights

*MISI Projects Portfolio Demonstration*

→ Overview Dashboard

Created April 2026 - [www.misiprojects.com](http://www.misiprojects.com)

Primary Source Data from [Kaggle](#)

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# Dashboard Page 2: Overview



## Super Store Marketing Insights

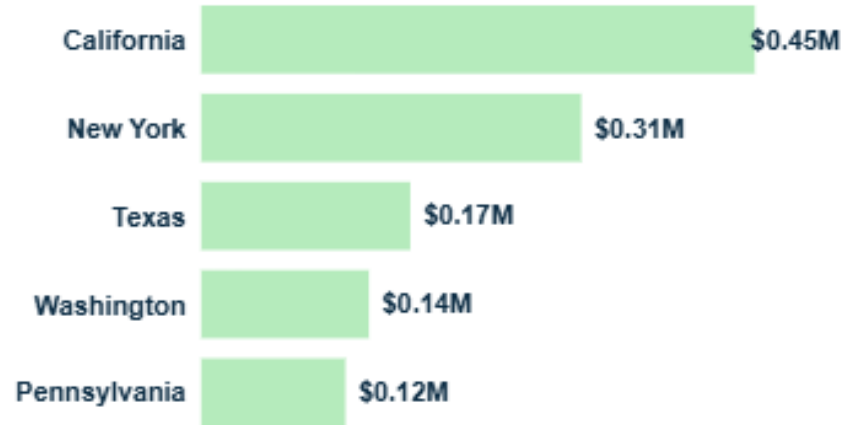
**\$2.3M**  
Total Sales

**\$565.4K**  
Avg Yearly Sales

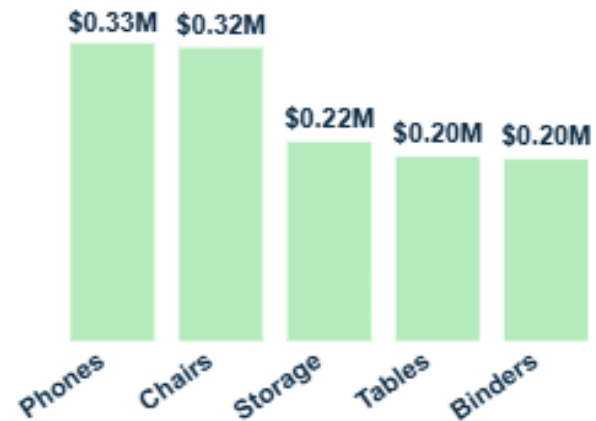
**793**  
Total Customers

**4,922**  
Total Orders

### Sales by Top 5 States



### Sales by Product Category



### Sales by Customer Type



#### Year

2015

2018



Consumer

Corporate

Home Office

Furniture

Office Supplies

Technology



## Key Findings

- Average yearly sales are \$565K with California and New York generating the most revenue yearly.
- Phones and Chairs consistently sell more than other products (\$70K to \$100K).
- Consumer customers generate more than \$100K in purchases each year, significantly exceeding Corporate and Home Office customers.

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