

Amazon Sales Performance Dashboard



- Category
- ☐ Furniture

☐ Office Supplies

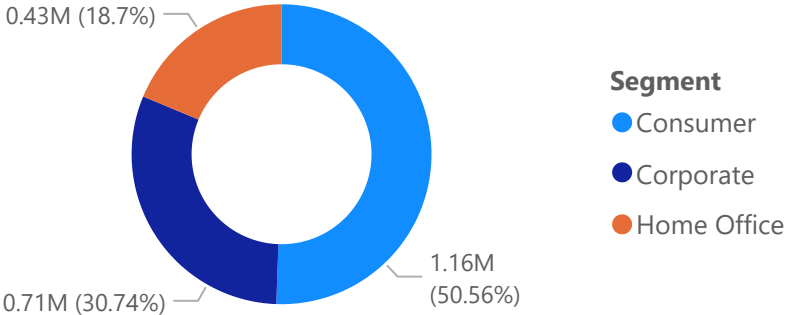
☐ Technology
- Region
- ☐ Central

☐ East

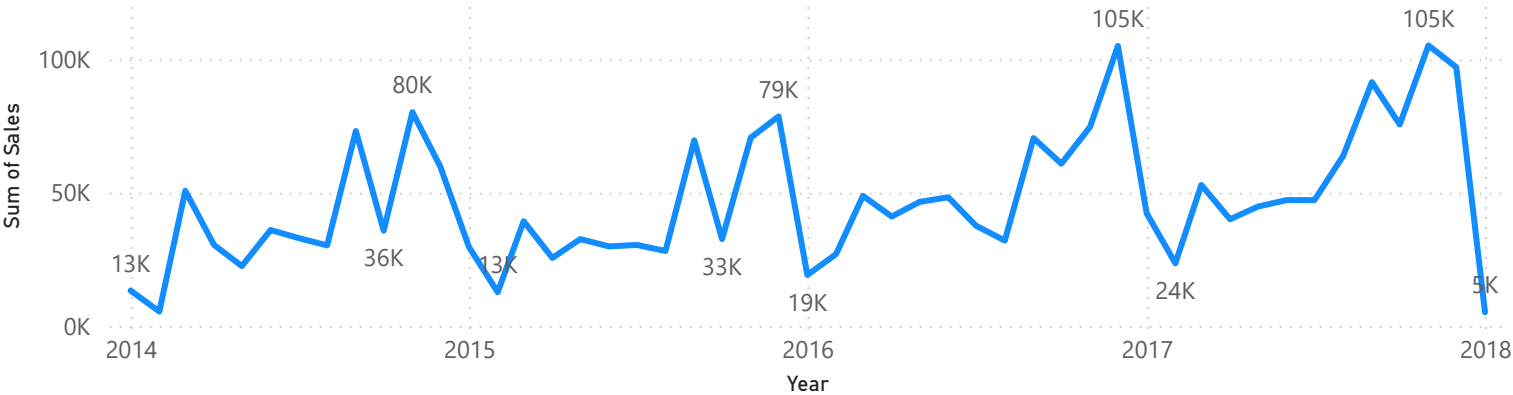
☐ South

☐ West

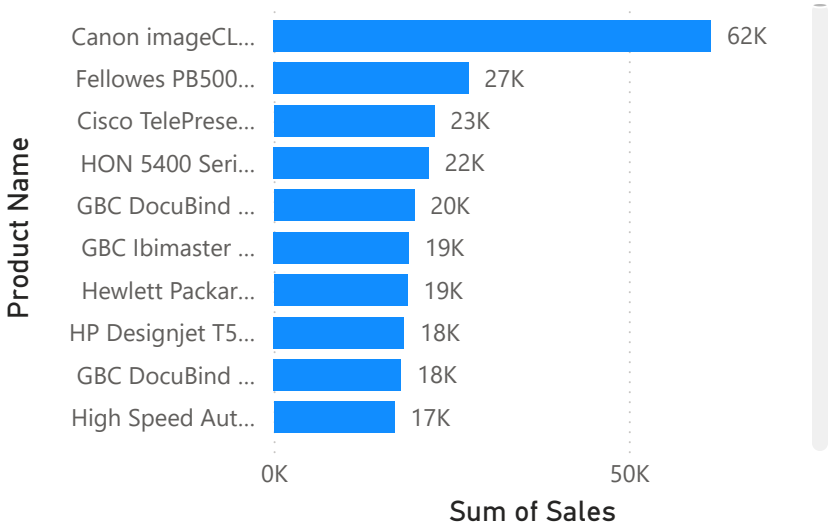
Sum of Sales by Segment



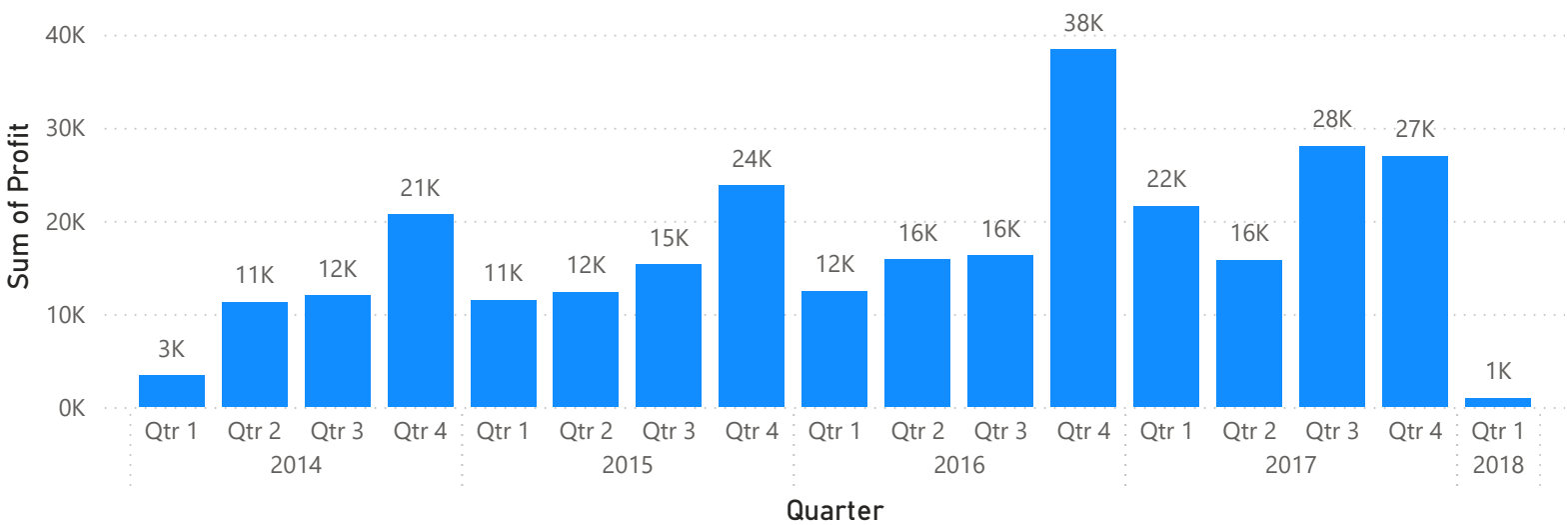
Sum of Sales by Year, Quarter and Month



Sum of Sales by Product Name



Sum of Profit by Year and Quarter



Summary for sales dashboard

1. Descriptive Analytics – What happened?

Total Sales: \$2.30M

Total Profit: \$286.34K

Total Quantity Sold: 38K units

Profit Margin: 12.46%

Top-Selling Segment: Consumer – \$1.16M (50.56%)

Top Product: Canon imageCLASS – 62K in sales

Highest Sales Year-Quarter: Q4 2017, peaking at ~105K in sales

Best Profit Quarter: Q4 2016, with ~\$38K profit

In the latest sales performance review, Amazon recorded impressive results with total sales hitting \$2.30 million and a profit of \$286.34K from 38,000 units sold, reflecting a healthy 12.46% profit margin. The Consumer segment led the charge, contributing over half of total sales at \$1.16 million. Among all products, the Canon imageCLASS emerged as the bestseller with \$62K in sales. The most outstanding sales momentum was seen in Q4 of 2017, peaking at approximately \$105K, showcasing strong year-end demand. Interestingly, Q4 of 2016 delivered the highest profit of around \$38K, highlighting the impact of seasonal spikes on profitability.

2. Diagnostic Analytics – Why did it happen?

Segment Analysis:

Consumer segment drove the most sales and likely profit. Corporate and Home Office segments have smaller shares (~30.74% and ~18.7% respectively).

Product Performance: Few products (e.g., Canon, Fellowes) dominate sales. Long tail of products with relatively lower sales.

Time Series Trend:

Sales spiked in Q4 of each year, indicating strong seasonal effect (likely Q4 holiday boosts). Profit also shows strong quarterly peaks, aligning with sales trends.

3. Predictive Analytics – What might happen?

Given consistent Q4 spikes, we can predict another sales and profit surge in future Q4s. Consumer demand is likely to continue driving growth unless market dynamics shift. Products with consistent sales can be expected to continue performing unless new trends emerge. Power BI could integrate a forecast line on the time series for more clarity on expected future trends.

4. Prescriptive Analytics – What should we do?

Focus marketing & stock on Q4 to capitalize on seasonal demand. Double down on top-performing products like Canon imageCLASS with promotions or bundles.

Invest in Consumer segment — largest revenue contributor. Explore why certain quarters (e.g., Q2 2016, Q1 2018) had lower profit despite reasonable sales.