Amazon Sales Performance Dashboard - Project Documentation

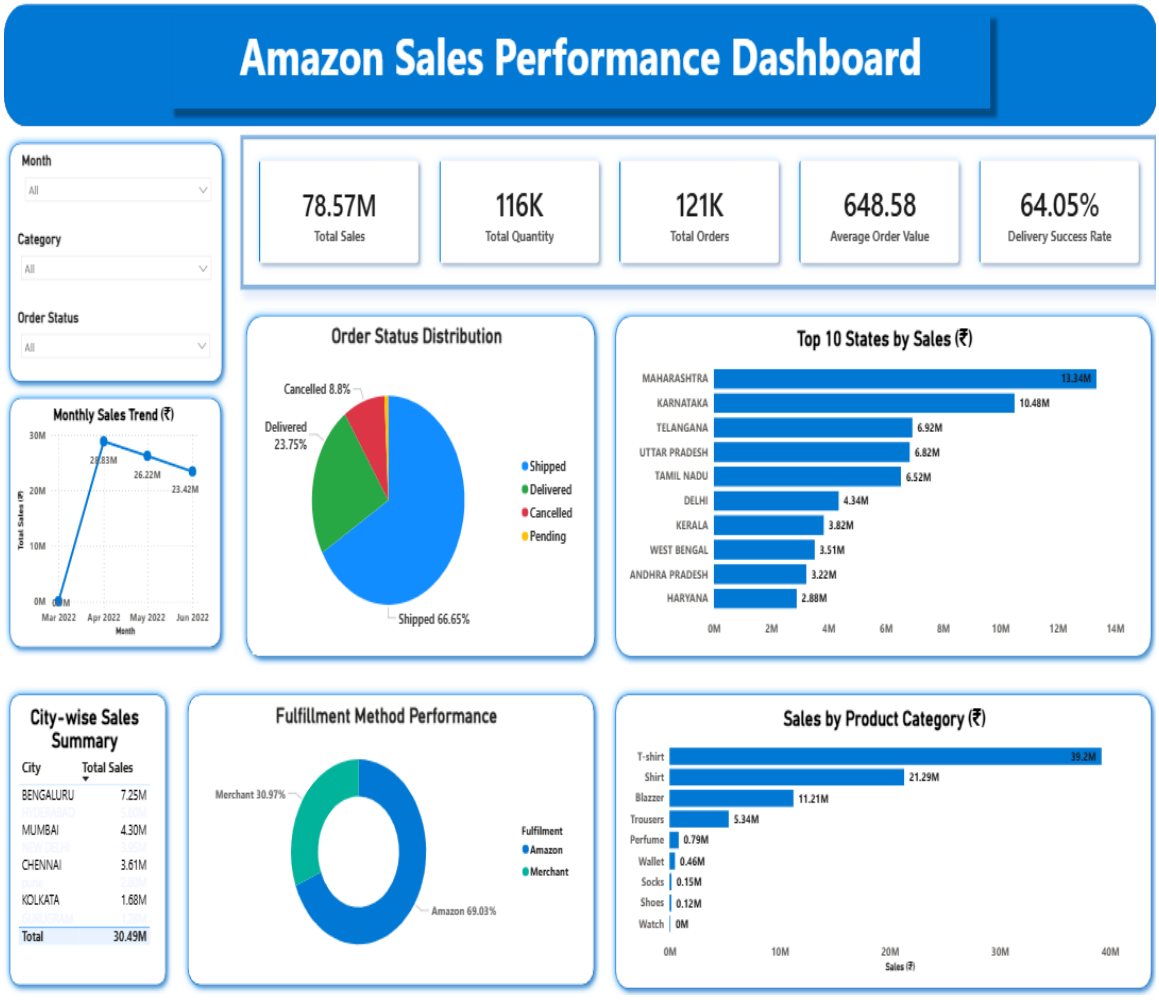
Project Overview

- This document describes the Amazon Sales Performance Dashboard project, including SQL analysis and Power BI visualization outputs. Personal information has been removed. Deliverables are listed below.

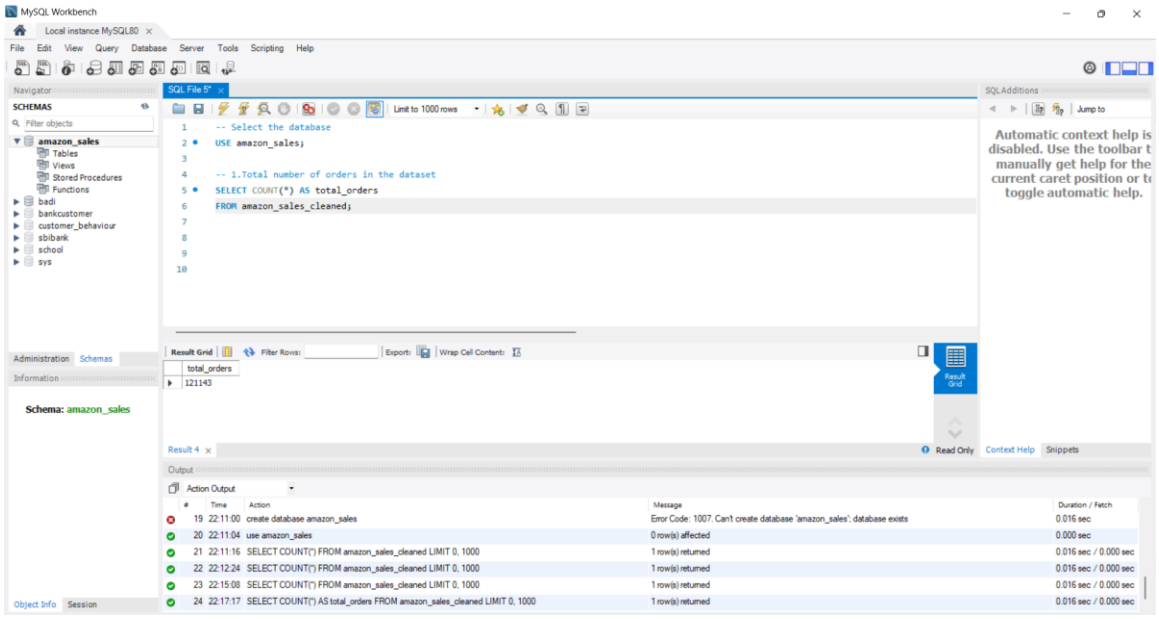
Deliverables

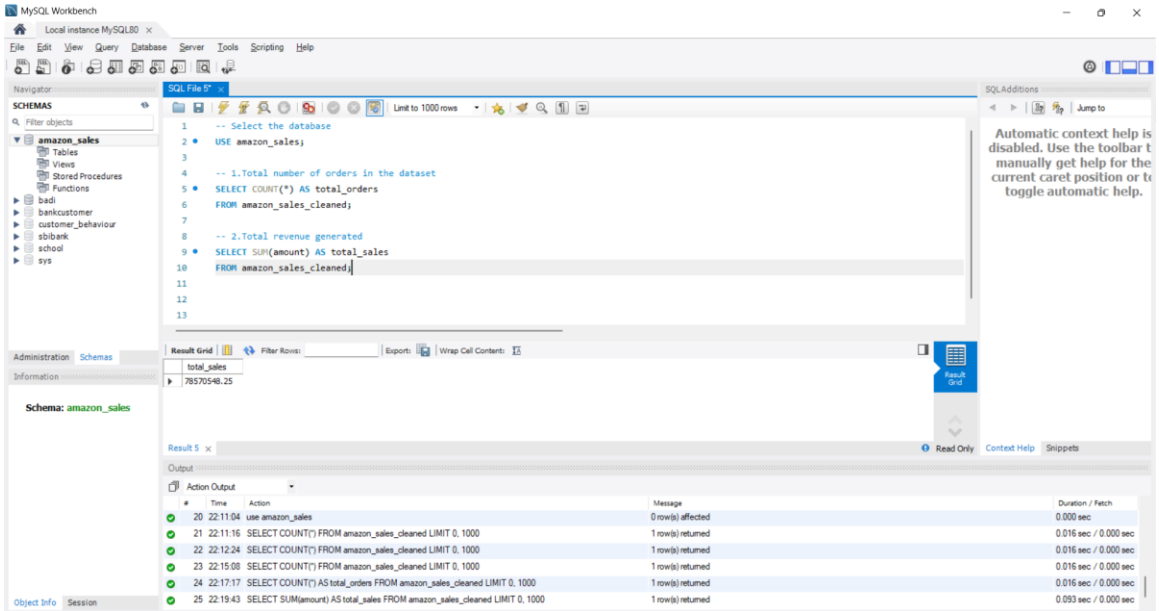
- Cleaned SQL dataset and analysis queries
- Power BI dashboard visualization
- Project documentation in DOCX and PDF formats

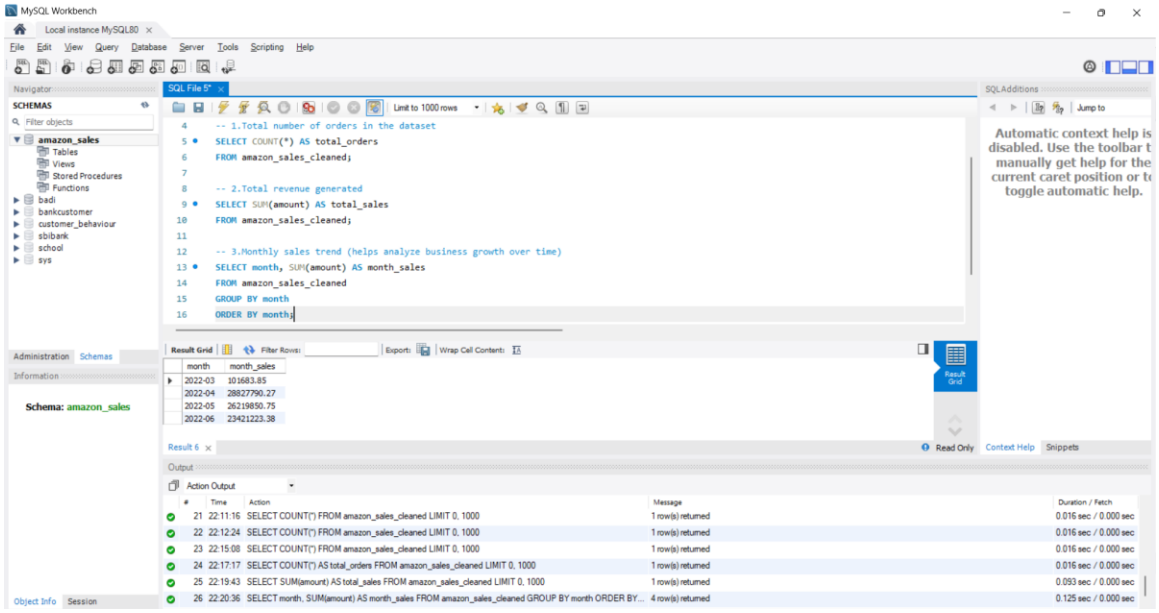
Dashboard

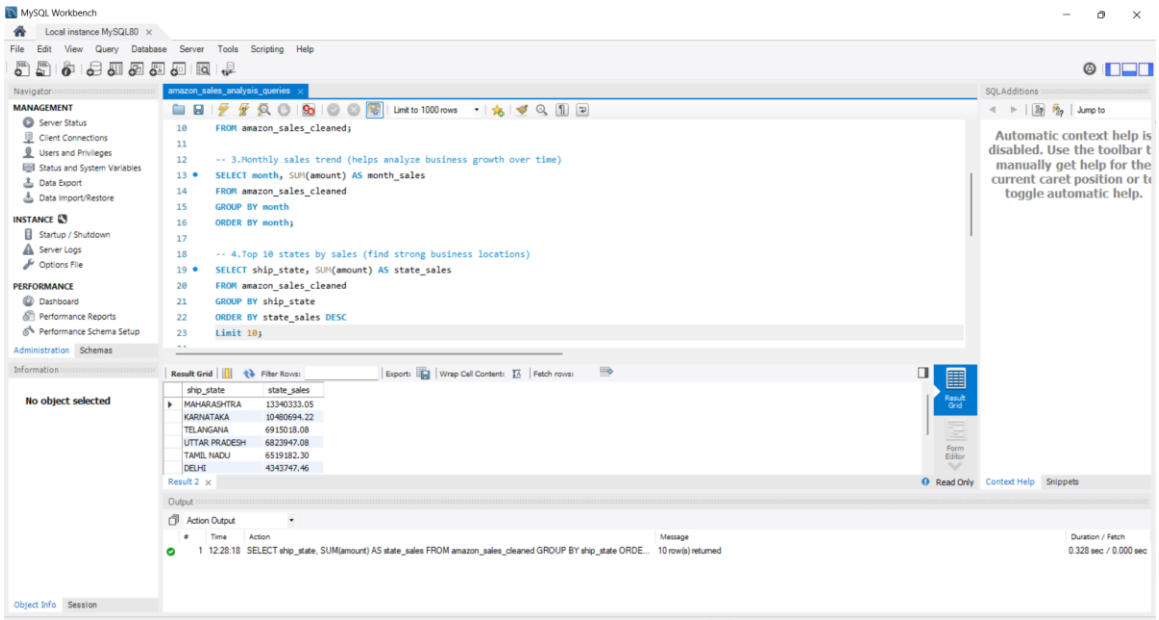


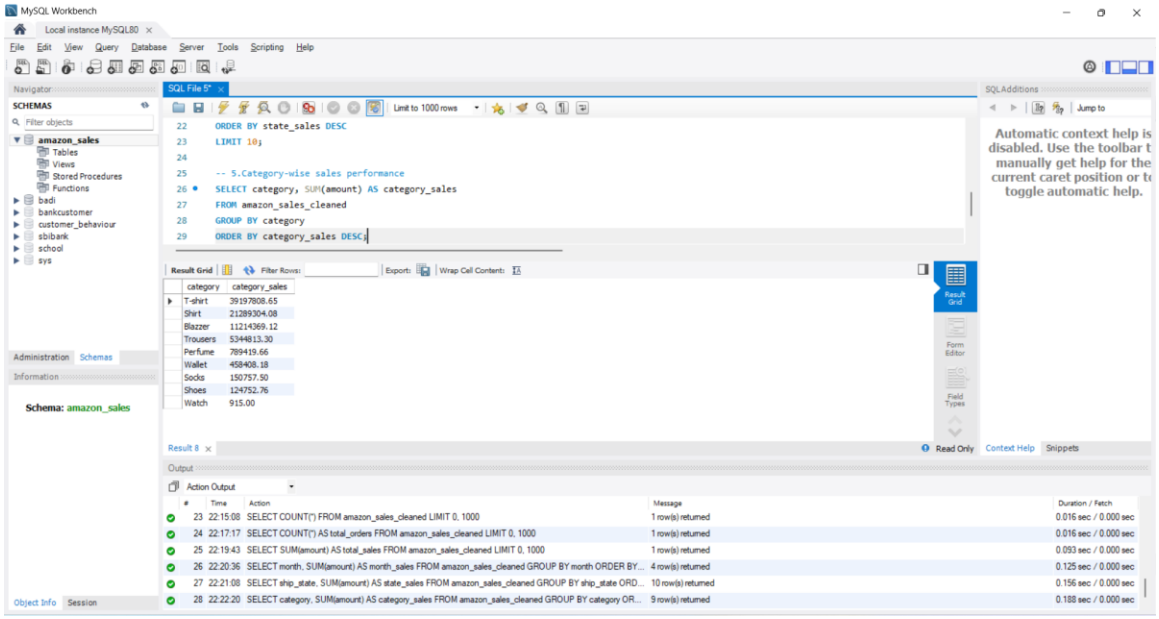
SQL Query Outputs






MySQL Workbench
Local instance MySQL80
File Edit View Query Database Server Tools Scripting Help
SCHEMAS
amazon_sales
Tables
Views
Stored Procedures
Functions
badi
bankcustomer
customer_behaviour
sbibank
school
sys
SQL File 5*
-- 1.Total number of orders in the dataset
SELECT COUNT(*) AS total_orders
FROM amazon_sales_cleaned;
-- 2.Total revenue generated
SELECT SUM(amount) AS total_sales
FROM amazon_sales_cleaned;
-- 3.Monthly sales trend (helps analyze business growth over time)
SELECT month, SUM(amount) AS month_sales
FROM amazon_sales_cleaned
GROUP BY month
ORDER BY month;
Result Grid
month month_sales
2022-03 101683.85
2022-04 28827790.27
2022-05 26219850.75
2022-06 23421223.38
Schema: amazon_sales
Output
Action Output
21 22:11:16 SELECT COUNT(*) FROM amazon_sales_cleaned LIMIT 0, 1000 1 row(s) returned 0.016 sec / 0.000 sec
22 22:12:24 SELECT COUNT(*) FROM amazon_sales_cleaned LIMIT 0, 1000 1 row(s) returned 0.016 sec / 0.000 sec
23 22:15:08 SELECT COUNT(*) FROM amazon_sales_cleaned LIMIT 0, 1000 1 row(s) returned 0.016 sec / 0.000 sec
24 22:17:17 SELECT COUNT(*) AS total_orders FROM amazon_sales_cleaned LIMIT 0, 1000 1 row(s) returned 0.016 sec / 0.000 sec
25 22:19:43 SELECT SUM(amount) AS total_sales FROM amazon_sales_cleaned LIMIT 0, 1000 1 row(s) returned 0.093 sec / 0.000 sec
26 22:20:36 SELECT month, SUM(amount) AS month_sales FROM amazon_sales_cleaned GROUP BY month ORDER BY... 4 row(s) returned 0.125 sec / 0.000 sec


MySQL Workbench
Local instance MySQL80
File Edit View Query Database Server Tools Scripting Help
MANAGEMENT
Server Status
Client Connections
Users and Privileges
Status and System Variables
Data Export
Data Import/Restore
INSTANCE
Startup / Shutdown
Server Logs
Options File
PERFORMANCE
Dashboard
Performance Reports
Performance Schema Setup
amazon_sales_analysis_queries
FROM amazon_sales_cleaned;
-- 3.Monthly sales trend (helps analyze business growth over time)
SELECT month, SUM(amount) AS month_sales
FROM amazon_sales_cleaned
GROUP BY month
ORDER BY month;
-- 4.Top 10 states by sales (find strong business locations)
SELECT ship_state, SUM(amount) AS state_sales
FROM amazon_sales_cleaned
GROUP BY ship_state
ORDER BY state_sales DESC
Limit 10;
Result Grid
ship_state state_sales
MAHARASHTRA 13340333.05
KARNATAKA 10480694.22
TELANGANA 6915018.08
UTTAR PRADESH 6823947.08
TAMIL NADU 6519182.30
DELHI 4343747.46
No object selected
Output
Action Output
1 12:28:18 SELECT ship_state, SUM(amount) AS state_sales FROM amazon_sales_cleaned GROUP BY ship_state ORDE... 10 row(s) returned 0.328 sec / 0.000 sec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Administration Schemas
Information
Schema: amazon_sales
Object Info Session
SQL File 5*
Limit to 1000 rows
22 ORDER BY state_sales DESC
23 LIMIT 10;
24
25 -- 5.Category-wise sales performance
26 SELECT category, SUM(amount) AS category_sales
27 FROM amazon_sales_cleaned
28 GROUP BY category
29 ORDER BY category_sales DESC;
Result Grid
Filter Rows:
Export:
Wrap Cell Content:
category category_sales
T-shirt 3919780.65
Shirt 2128304.08
Blazzer 1121436.12
Trousers 534813.30
Perfume 78941.66
Wallet 45840.18
Socks 15075.50
Shoes 12452.76
Watch 915.00
Result 8
Read Only
Context Help Snippets
Output
Action Output
Time Action Message Duration / Fetch
23 22:15:08 SELECT COUNT(*) FROM amazon_sales_cleaned LIMIT 0, 1000 1 row(s) returned 0.016 sec / 0.000 sec
24 22:17:17 SELECT COUNT(*) AS total_orders FROM amazon_sales_cleaned LIMIT 0, 1000 1 row(s) returned 0.016 sec / 0.000 sec
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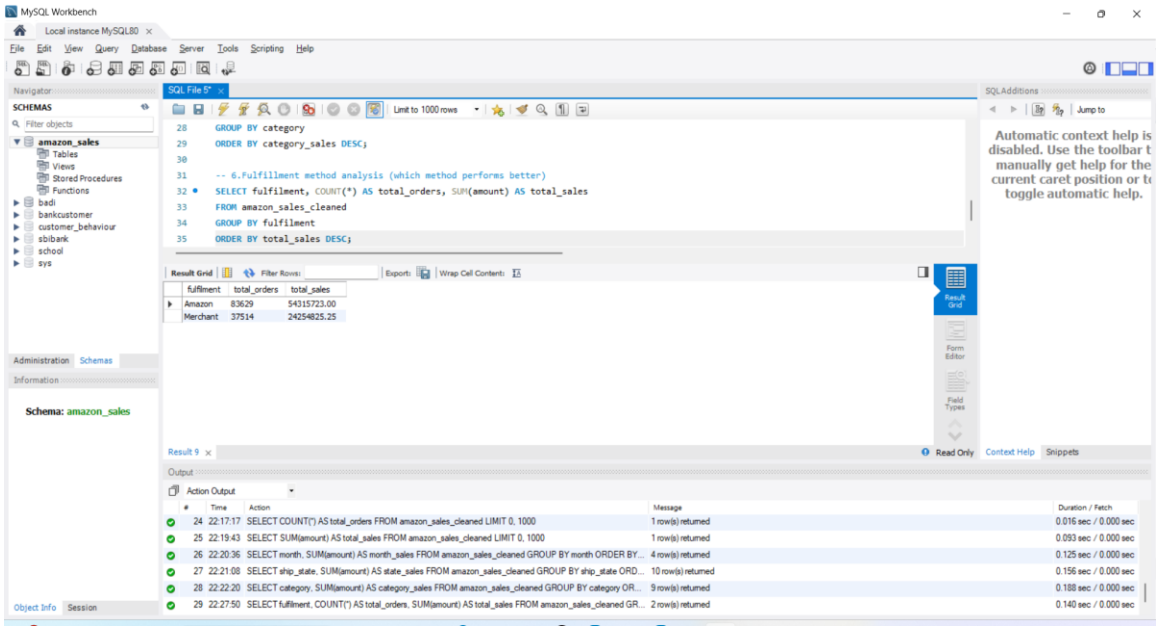
26 22:20:36 SELECT month, SUM(amount) AS month_sales FROM amazon_sales_cleaned GROUP BY month ORDER BY... 4 row(s) returned 0.125 sec / 0.000 sec
27 22:21:08 SELECT ship_state, SUM(amount) AS state_sales FROM amazon_sales_cleaned GROUP BY ship_state ORD... 10 row(s) returned 0.156 sec / 0.000 sec
28 22:22:20 SELECT category, SUM(amount) AS category_sales FROM amazon_sales_cleaned GROUP BY category OR... 9 row(s) returned 0.188 sec / 0.000 sec
SQLAdditions
Jump to
Automatic context help is disabled. Use the toolbar t manually get help for the current caret position or t toggle automatic help.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Schema: amazon_sales
Object Info Session
SQL File 5*
Limit to 1000 rows
28 GROUP BY category
29 ORDER BY category_sales DESC;
30
31 -- 6.Fulfillment method analysis (which method performs better)
32 SELECT fulfilment, COUNT(*) AS total_orders, SUM(amount) AS total_sales
33 FROM amazon_sales_cleaned
34 GROUP BY fulfilment
35 ORDER BY total_sales DESC;
Result Grid
Filter Rows:
Export:
Wrap Cell Content:
fulfilment total_orders total_sales
Amazon 83629 54315723.00
Merchant 37514 24254825.25
Result 9
Read Only
Context Help Snippets
Output
Action Output
Time Action Message Duration / Fetch
24 22:17:17 SELECT COUNT(*) AS total_orders FROM amazon_sales_cleaned LIMIT 0, 1000 1 row(s) returned 0.016 sec / 0.000 sec
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28 22:22:20 SELECT category, SUM(amount) AS category_sales FROM amazon_sales_cleaned GROUP BY category OR... 9 row(s) returned 0.188 sec / 0.000 sec
29 22:27:50 SELECT fulfilment, COUNT(*) AS total_orders, SUM(amount) AS total_sales FROM amazon_sales_cleaned GR... 2 row(s) returned 0.140 sec / 0.000 sec
SQLAdditions
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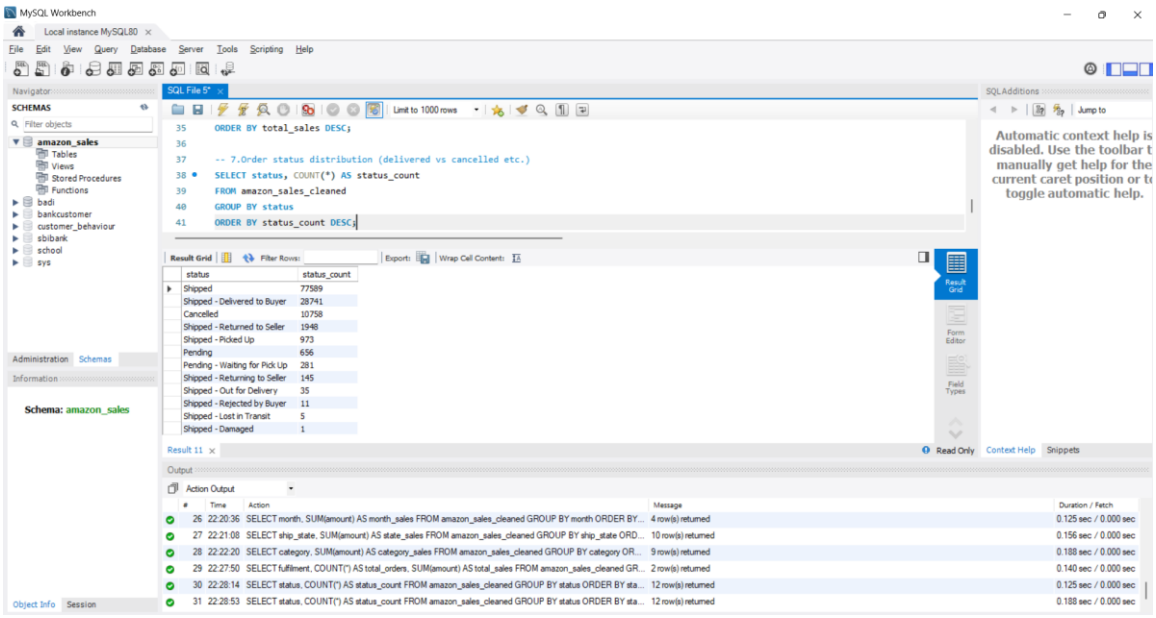
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sys
Administration Schemas
Information
Schema: amazon_sales
Object Info Session
SQL File 5*
Limit to 1000 rows
35 ORDER BY total_sales DESC;
36
37 -- 7.Order status distribution (delivered vs cancelled etc.)
38 SELECT status, COUNT(*) AS status_count
39 FROM amazon_sales_cleaned
40 GROUP BY status
41 ORDER BY status_count DESC;
Result Grid
Filter Rows:
Export:
Wrap Cell Content:
status status_count
Shipped 77589
Shipped - Delivered to Buyer 28741
Cancelled 10758
Shipped - Returned to Seller 1948
Shipped - Picked Up 973
Pending 656
Pending - Waiting for Pick Up 281
Shipped - Returning to Seller 145
Shipped - Out for Delivery 35
Shipped - Rejected by Buyer 11
Shipped - Lost in Transit 5
Shipped - Damaged 1
Result Grid
Form Editor
Field Types
Read Only
Result 11
SQLAdditions
Jump to
Automatic context help is disabled. Use the toolbar t manually get help for the current caret position or t toggle automatic help.
Context Help Snippets
Output
Action Output
Time Action Message Duration / Fetch
26 22:20:36 SELECT month, SUM(amount) AS month_sales FROM amazon_sales_cleaned GROUP BY month ORDER BY... 4 row(s) returned 0.125 sec / 0.000 sec
27 22:21:08 SELECT ship_state, SUM(amount) AS state_sales FROM amazon_sales_cleaned GROUP BY ship_state ORD... 10 row(s) returned 0.156 sec / 0.000 sec
28 22:22:20 SELECT category, SUM(amount) AS category_sales FROM amazon_sales_cleaned GROUP BY category OR... 9 row(s) returned 0.188 sec / 0.000 sec
29 22:27:50 SELECT fulfilment, COUNT(*) AS total_orders, SUM(amount) AS total_sales FROM amazon_sales_cleaned GR... 2 row(s) returned 0.140 sec / 0.000 sec
30 22:28:14 SELECT status, COUNT(*) AS status_count FROM amazon_sales_cleaned GROUP BY status ORDER BY sta... 12 row(s) returned 0.125 sec / 0.000 sec
31 22:28:53 SELECT status, COUNT(*) AS status_count FROM amazon_sales_cleaned GROUP BY status ORDER BY sta... 12 row(s) returned 0.188 sec / 0.000 sec