Deliverables:

Amazon Sales-2025 (Abhijeet Kuanr)

Total Sales: **244K**
Quantity: **714**
Revenue: **61M**

Month: ☐ April ☐ February ☐ March
Product: All
Customer Location: All

Total Sales by Product
- Refrigerator 78K
- Laptop 58K
- Smartphone 49K
- Washing Mac... 27K
- Smartwatch 16K
- Headphones 7K
- Running Shoes 4K
- Jeans 2K
- T-Shirt 1K
- Book 1K
- 1.3%

Category by Customer Location (map)

Total Sales by Month
- February 123K
- March 118K
- April 3K

Total Sales by Customer Location
Customer Location ● Miami ● Denver ● Houston ● Dallas ● Seattle ● Boston ● Chicago ▷
- 32K (13%)
- 30K (12.21%)
- 28K (11.64%)
- 27K (11.13%)
- 27K (11.03%)
- 26K (10.73%)
- 21K (8.53%)
- 19K (7.77%)
- 18K (7.31%)
- 16K (6.64%)

Price by Category
- Electronics 44K
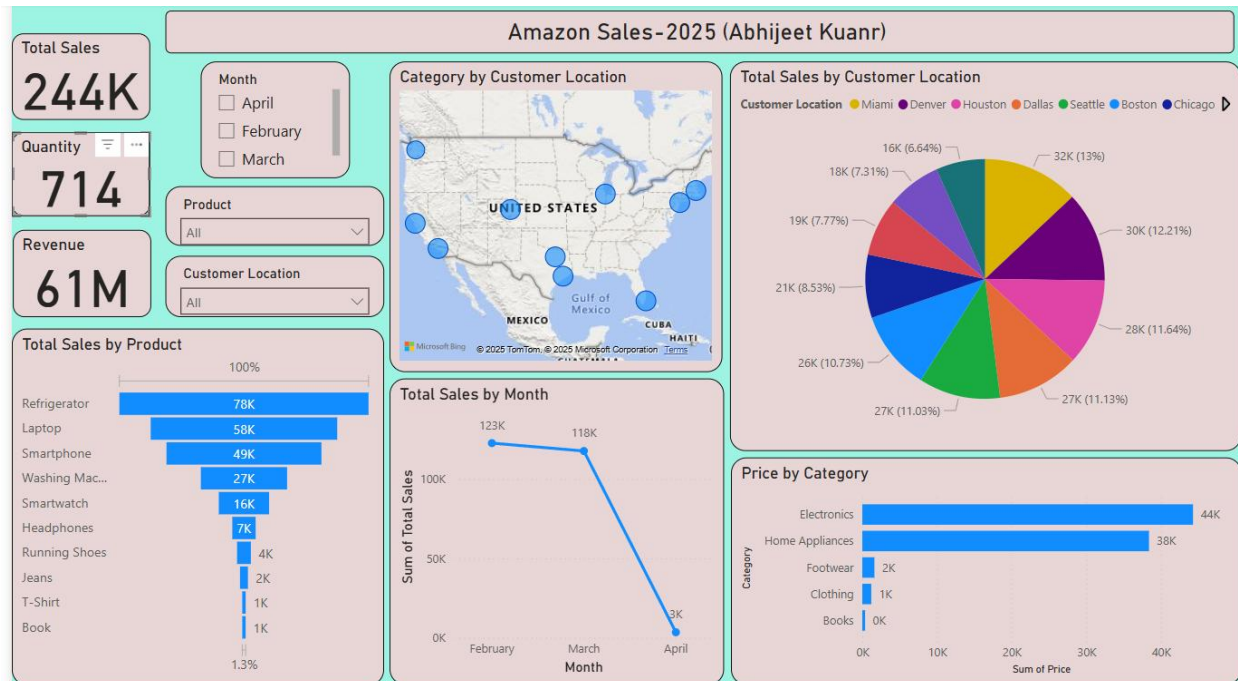- Home Appliances 38K
- Footwear 2K
- Clothing 1K
- Books 0K

📊 Insights from the Dashboard:

1 Top-Selling Product
- Refrigerators are the leading product with 78K in total sales, followed by Laptops (58K) and Smartphones (49K).
- These three contribute the bulk of revenue, suggesting a strong market for home appliances and electronics.

2 Sales Trend by Month
- February had the highest sales with 123K, slightly declining to 118K in March, and then dropping sharply to 3K in April.
- This indicates potential seasonality or a need to investigate what caused the steep drop in April.

3 Sales Distribution by Region
- Miami (32K) and Denver (30K) lead in customer sales, followed by Houston (28K) and Dallas (27K).
- Focusing marketing and promotions in these top-performing cities could boost sales further.

4 Category Revenue Contribution
- Electronics leads with 44K in total price, followed by Home Appliances (38K).
- Footwear, Clothing, and Books contribute significantly less, indicating opportunities for improvement or reallocation of inventory and marketing efforts.