

Amazon Products Dashboard Documentation

A. Dataset Name :

Amazon Product Reviews Dataset

B. Problem Statement :

To create a Power BI report on 'Amazon Products and Reviews' in order to analyze product categories, pricing, discounts, ratings, and customer reviews using tabular and matrix-based visualizations for better business insights and decision-making.

C. Data Description :

The dataset contains information related to Amazon products and customer reviews. It includes product details such as product ID, product name, category, actual price, discounted price, discount percentage, ratings, and rating count. It also includes customer-related information like user ID, user name, review ID, review title, and review content. These fields help in analyzing product performance, pricing strategy, discount trends, and customer feedback.

D. Visualizations Used :

◆ KPI Cards -

- Total Products: Displays the total number of unique products available on Amazon.
 - Total Users: Shows the total number of distinct users who have given reviews.
 - Total Reviews: Represents the total number of customer reviews in the dataset.
 - Average Rating: Indicates the overall average customer rating of products.
 - Average Discount %: Shows the average discount percentage offered across products.
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◆ Clustered Bar Chart – Products by Category -

Purpose:

To compare the number of products across different categories and identify categories with the highest product availability.

◆ Clustered Column Chart – Average Rating by Category -

Purpose:

To analyze and compare average customer ratings across categories and evaluate customer satisfaction.

◆ Stacked Column Chart – Rating Distribution -

Purpose:

To visualize the distribution of ratings (0–5 stars) and understand overall customer feedback patterns.

◆ Clustered Column Chart – Actual Price vs Discounted Price -

Purpose:

To compare actual prices with discounted prices of top products and analyze the impact of discounts.

◆ Slicers -

- Category Slicer: Filters all visuals based on selected product categories.
 - Rating Slicer: Allows analysis of products within a selected rating range.
 - Discount Percentage Slicer: Enables filtering of products based on discount levels.
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E. Conclusion :

The Amazon Products Power BI dashboard provides a comprehensive overview of product performance, pricing, discounts, and customer ratings. It helps in identifying high-performing categories, understanding customer preferences, and analyzing discount strategies. The use of interactive visualizations and slicers makes the dashboard effective for data-driven business analysis and decision-making.
