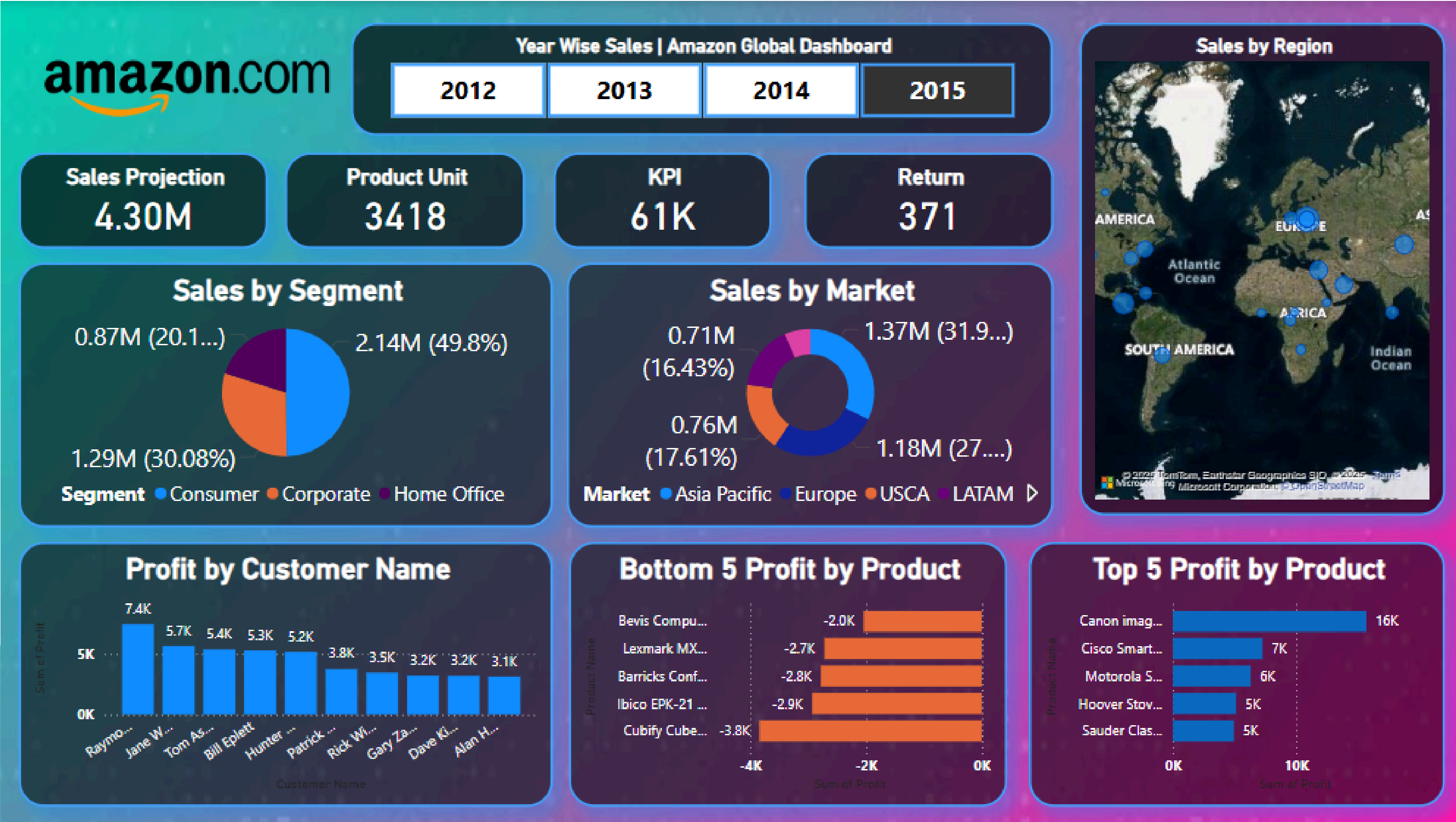# amazon.com

AMAZON GLOBAL SUPERSTORE SALES DASHBOARD

Created by
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Dashboard Overview

Introduction

Objective

- Analyze Amazon Superstore data using Power BI.
- Extract insights on sales, customers, and products.

Tools Used:

- Excel (Database)
- Power Query (Data Cleaning)
- Power BI (Visualization)
- DAX (KPI Calculations)

Key Insights (2012-2015)

2015

- 🌍 Asia Pacific had the highest sales among all markets – clearly visible in the "Sales by Market" pie chart.
- 👤 Customer "Raymond" contributed the highest profit of ₹7,431.45.
- 🖨️ "Canon imageCLASS 2200 Advanced Copier" earned the most profit, totaling ₹16,274.20.
- 👩‍💼 "Cubify Cube 3D Printer" resulted in the biggest loss, with a negative profit of ₹-3,152.83.
- 📈 Total Product Units Sold : 3,418 units
- 📦 Total Returns: 371
- 📊 KPI: ₹61,000+ (exact KPI not named, but visible)

Visual Breakdown

Year-wise Filter (2012–2015)
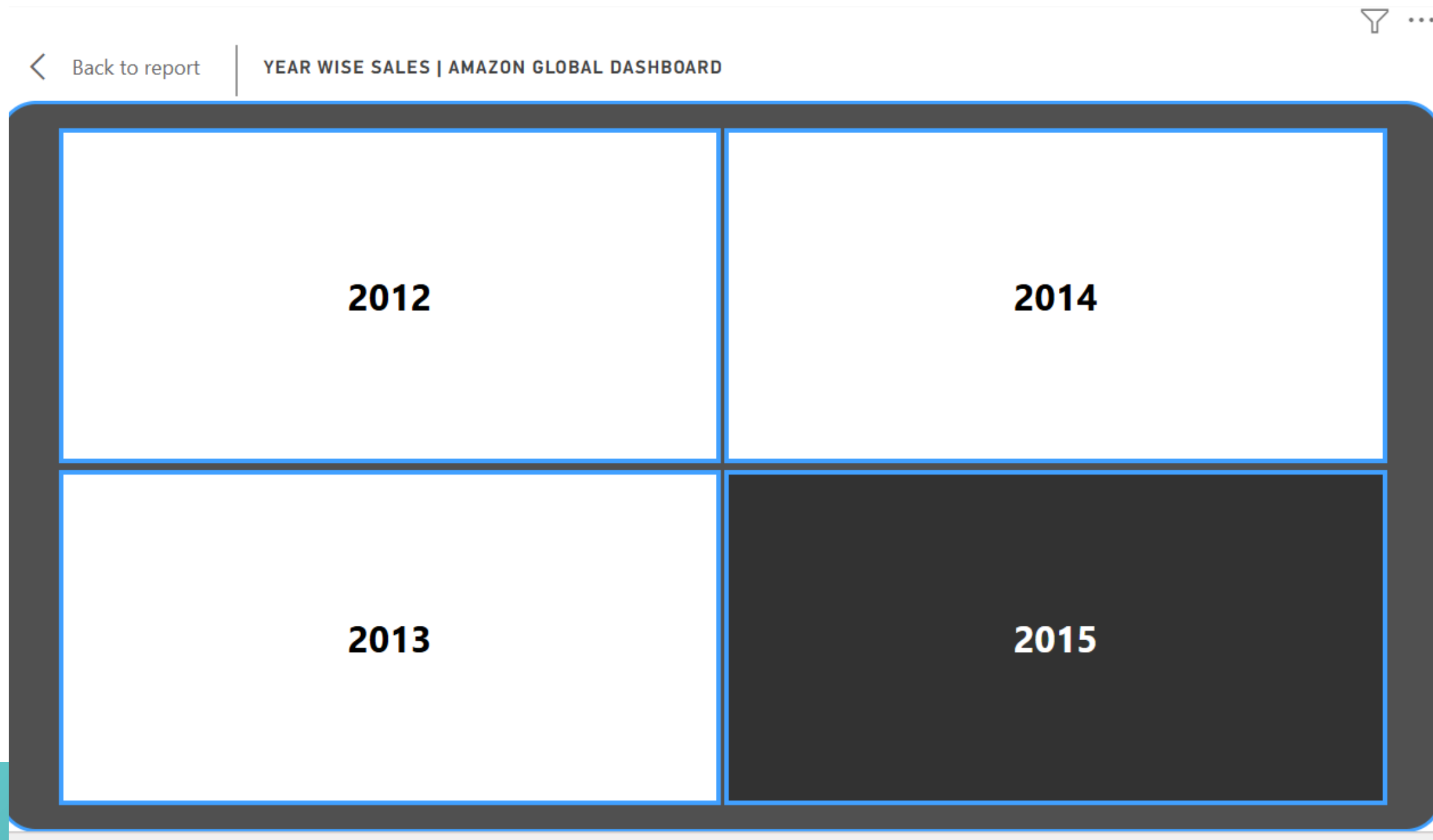
Enables time-based filtering of data and trends
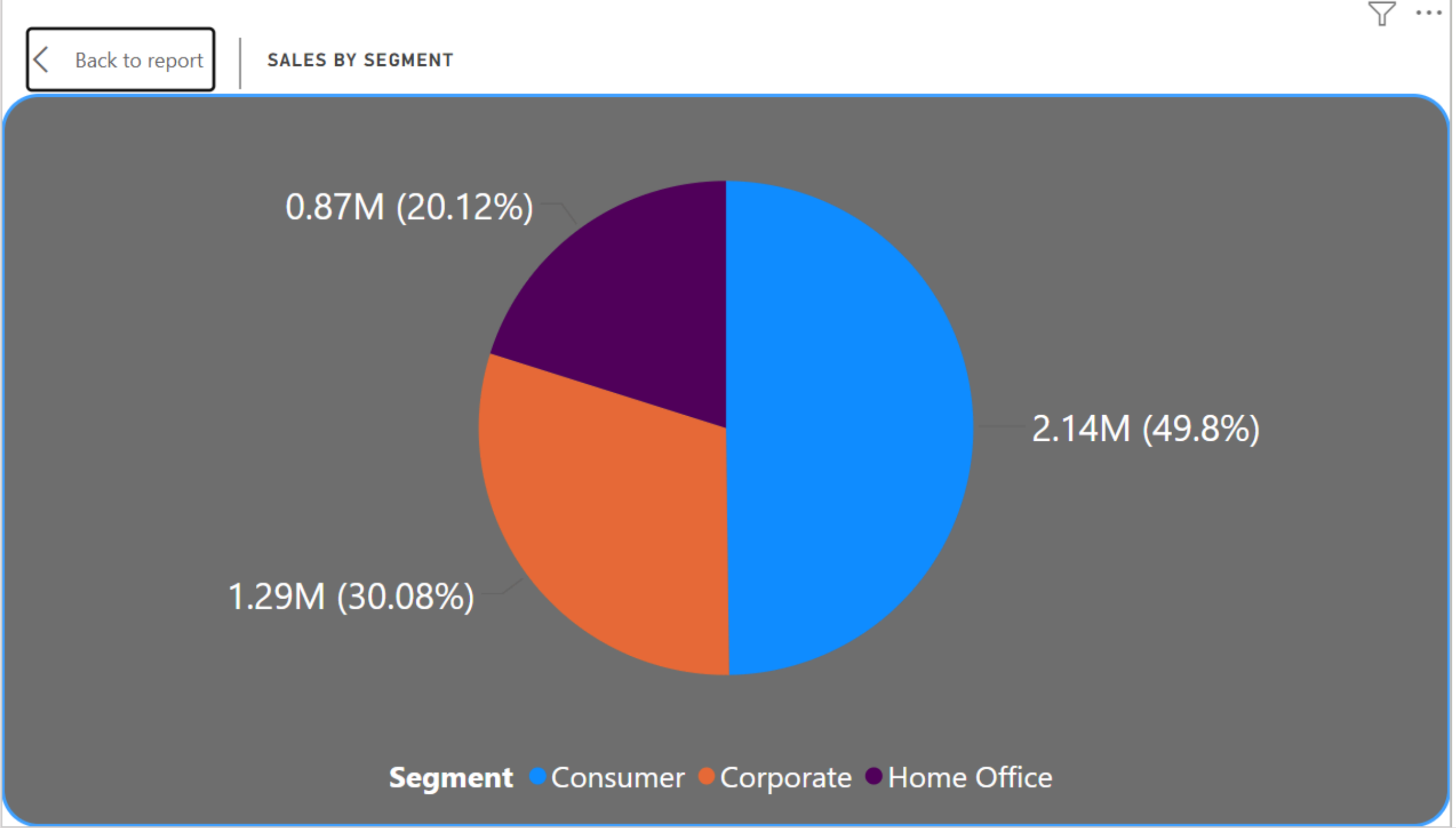
KPI Cards

Sales Projection	Product Unit
4.30M	3418

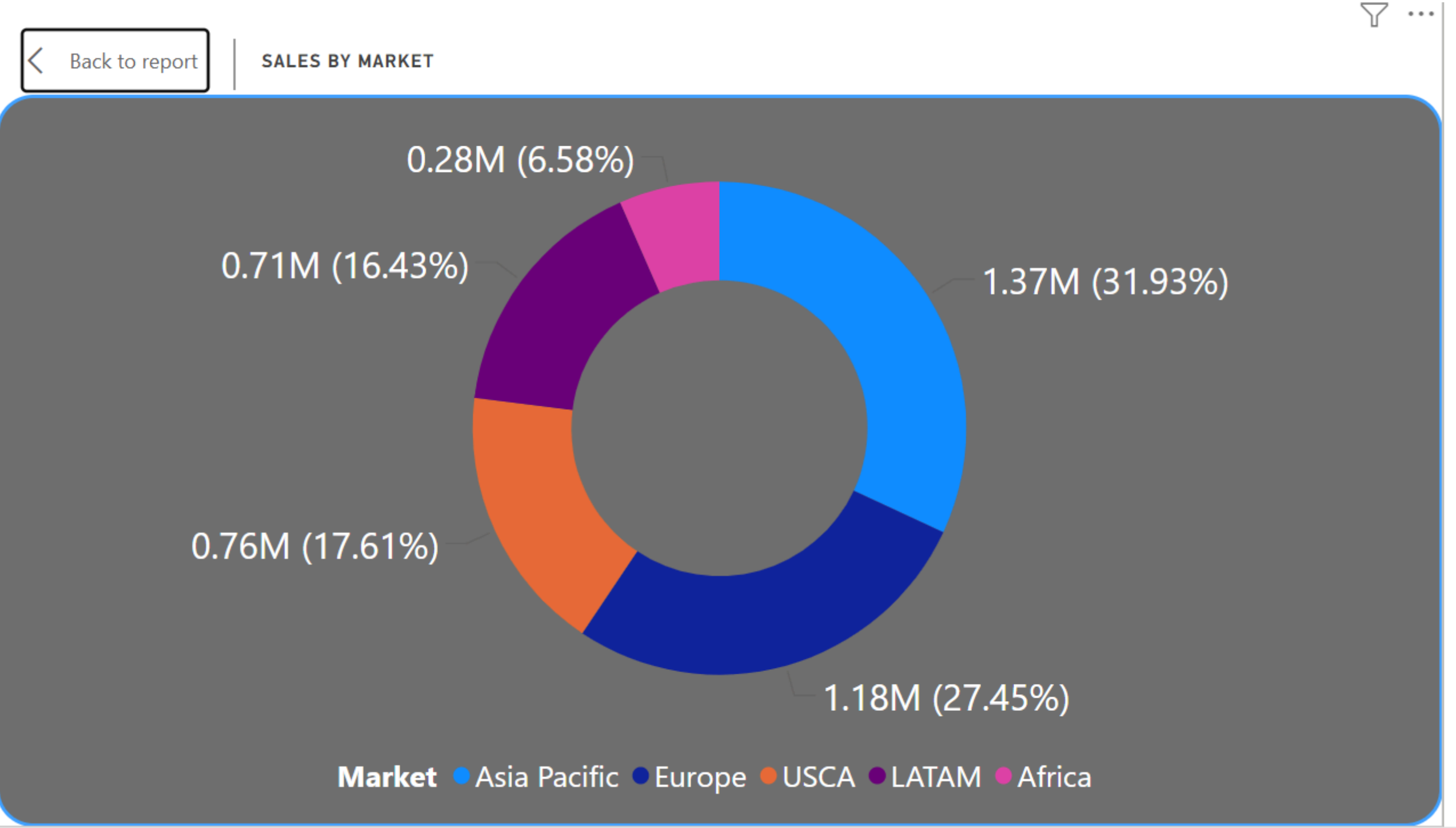| KPI	Return
61K	371

Show key values: Sales, Units Sold, KPI, and Returns

Sales by Segment

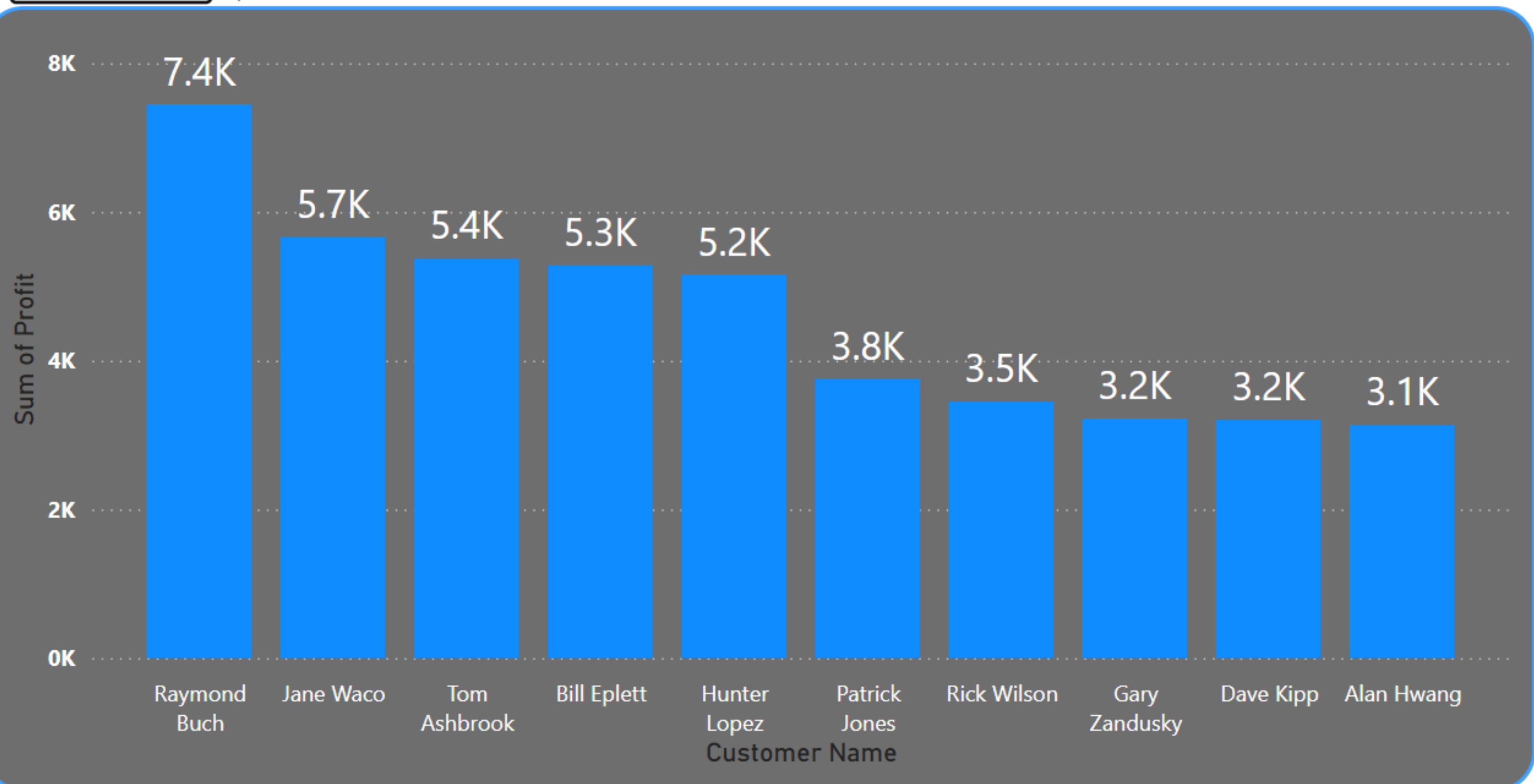Displays how different customer segments perform (e.g., Consumer, Corporate)

Sales by Market

Compares market-wise sales (e.g., APAC, EU, etc.)
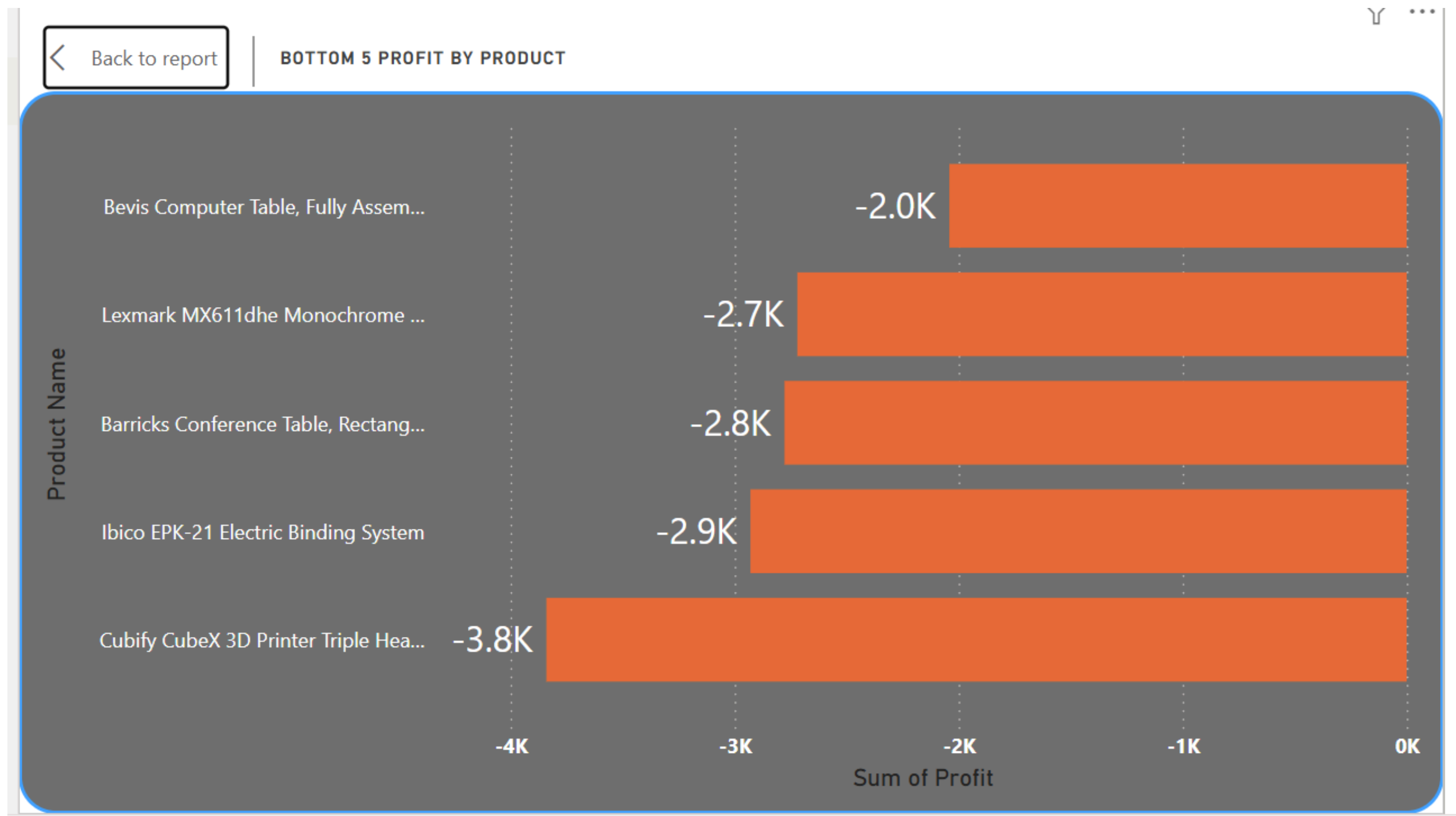
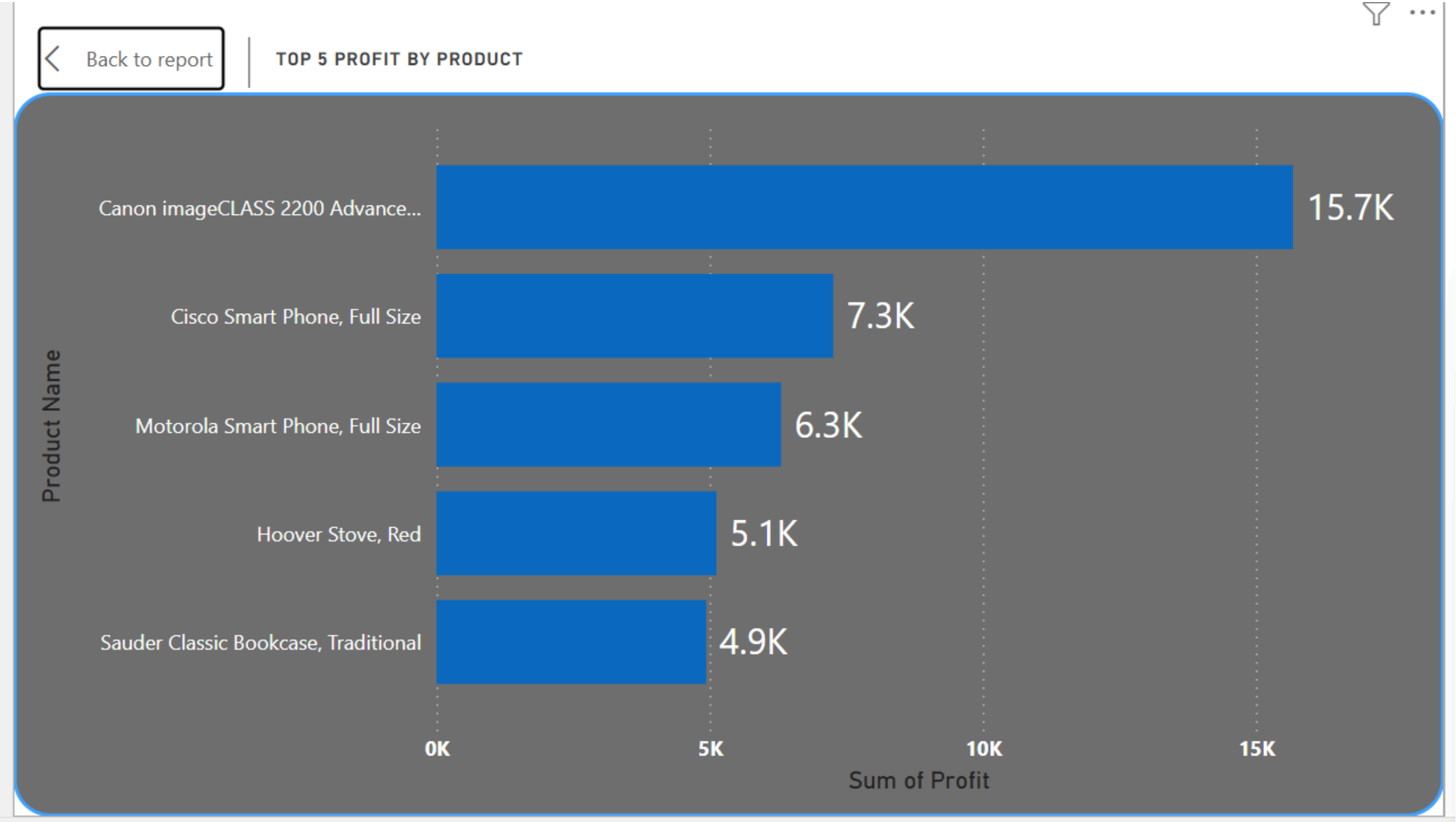# Profit by customer name
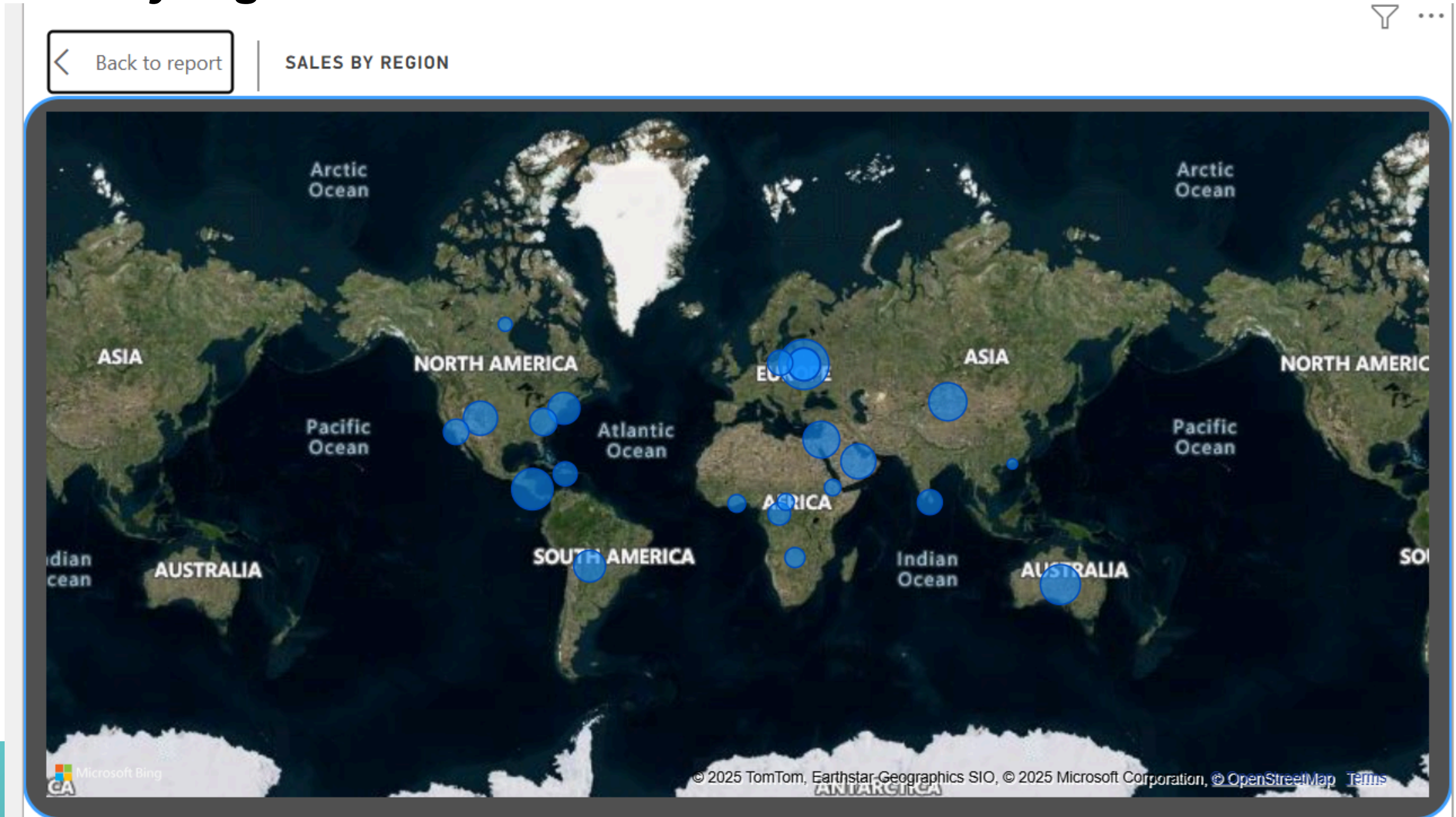
Bottom 5 Profit by product

Highlights products that caused the most loss
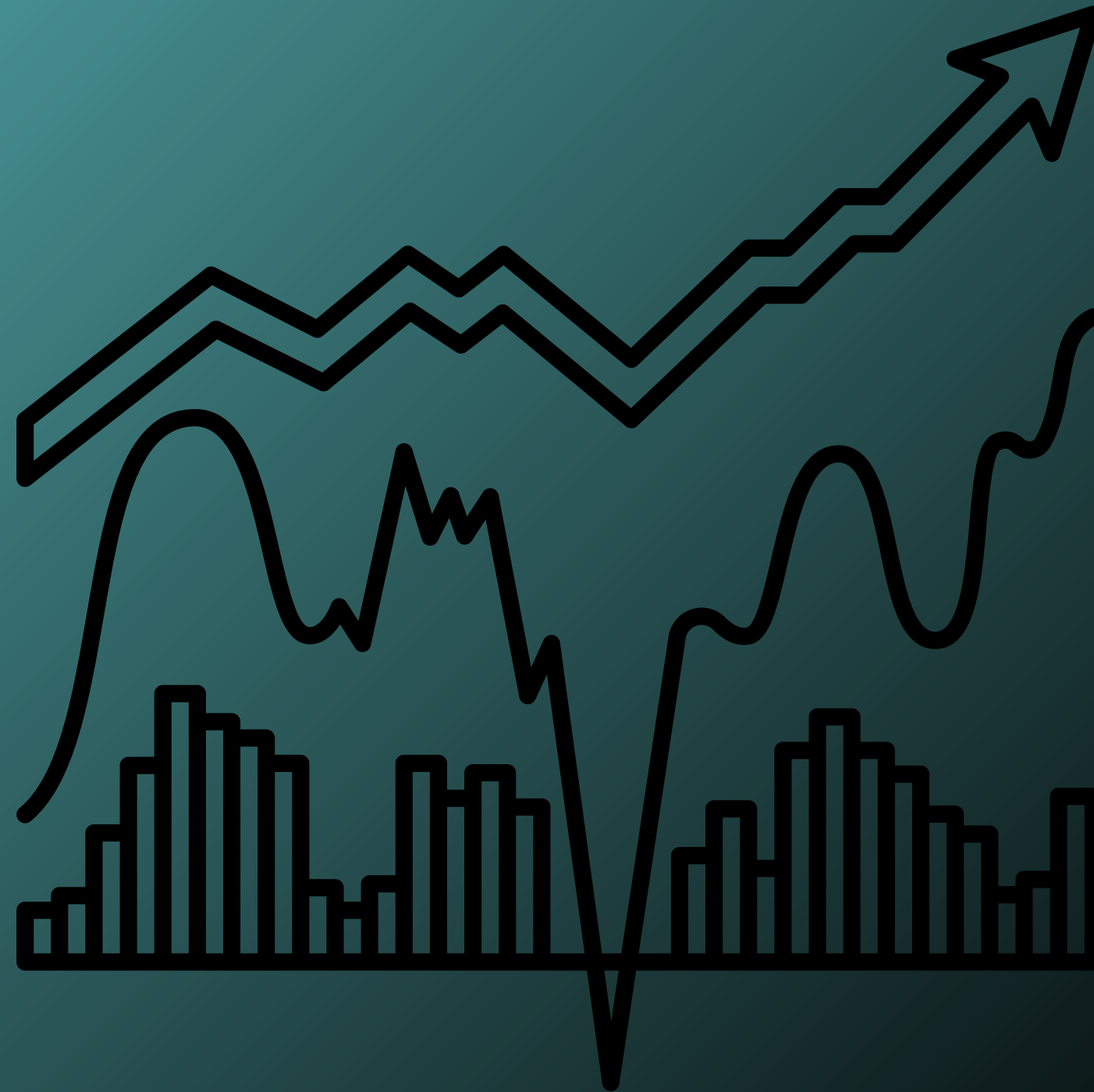
Top 5 Profit by product

Displays highest-profit products

Sales by Region

Conclusion

- Built an interactive business dashboard
- Used real-world sales data
- Applied Power Query & DAX
- Gained hands-on experience in BI reporting
- Extracted actionable insights for decision-making

Thank You