AMAZON LAPTOP SALES REPORT

**Objective:**

* To provide a comprehensive overview of Amazon's laptop sales performance by analysing key metrics such as sales volume, revenue, customer trends, and top-performing brands. The dashboard aims to assist stakeholders in making data-driven decisions by identifying sales patterns, evaluating promotional effectiveness, and highlighting growth opportunities.

**Key Focus Areas:**

* **Sales Trends:** Visualize sales volume and revenue trends over time (daily, weekly, or monthly).
* **Top Products:** Identify the best-selling laptop models and brands.
* **Customer Insights:** Analyse customer preferences, including pricing trends and ratings.
* **Geographical Analysis:** Highlight sales performance by region or city, if data permits.
* **Performance Indicators:** Monitor key metrics like average order value (AOV), conversion rates, and returns.
* **Inventory Management:** Track stock levels and predict demand for optimal inventory planning.
* **Pivot table:** Use pivot table to group and obtain multi-level data.
* **Pivot chart:** Use different chart types to monitor and analyse the data interactively.

**Final output:**

* **Summary:** Create a summary page with a dashboard to display the reports which are in pivot sheets and charts.
* **Relate the dashboard:** Link the summary dashboard with pivot sheets.

--- End Statement ---