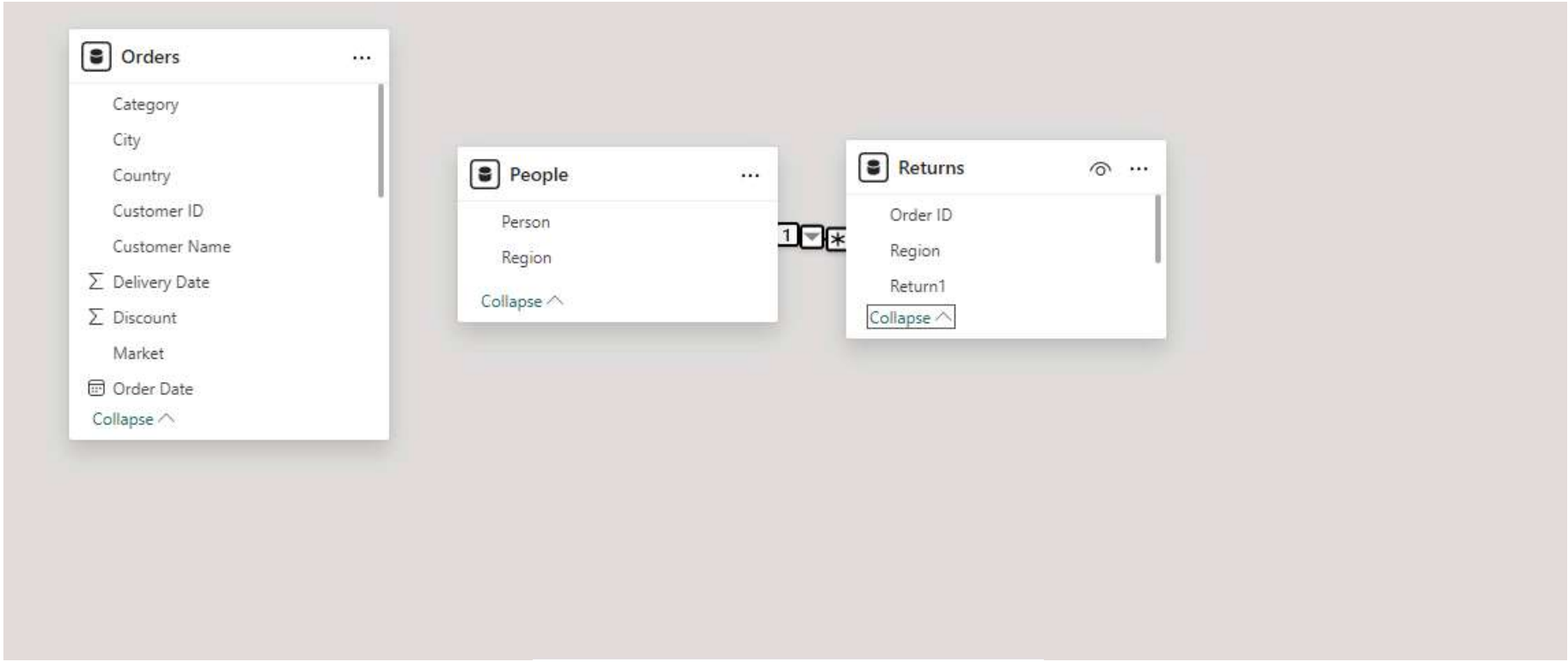
Analyzing Amazon Sales and Returns Data Using Power BI

Objective

The objective of analyzing Amazon sales data from 2012 to 2015 using Power BI is to extract valuable insights that inform strategic decision-making and operational improvements. By leveraging three core datasets—Orders, People, and Returns—we aim to uncover critical information such as the most profitable products and categories, trends in sales and profitability over time, top customers by order frequency and value, and patterns of returned orders. Additionally, the analysis will quantify the total number of unique products sold during the specified period, providing a comprehensive view of product diversity and market penetration.

Through Power BI's robust analytics capabilities, we intend to visualize these insights in clear, interactive dashboards and reports. This approach not only enhances our understanding of Amazon sales dynamics but also empowers us to optimize inventory management, refine marketing strategies, and enhance customer satisfaction by addressing return trends effectively. Ultimately, the objective is to translate data-driven findings into actionable strategies that drive revenue growth and operational efficiency, ensuring our competitiveness in the dynamic e-commerce landscape.


Orders
Category
City
Country
Customer ID
Customer Name
Delivery Date
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Market
Order Date
Collapse
People
Person
Region
Collapse
1
*
Returns
Order ID
Region
Return1
Collapse

Model View

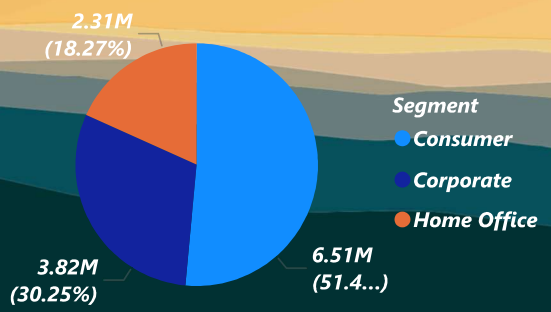
amazon

Year Wise Sales | Amazon Global Dashboard

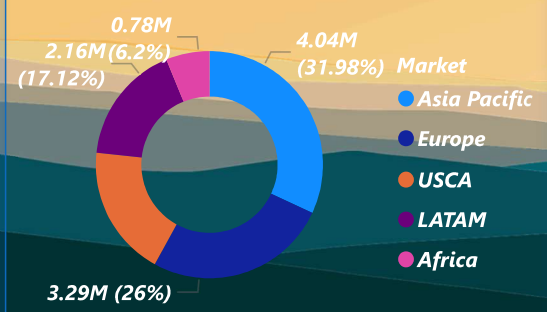
2012 | 2013 | 2014 | 2015

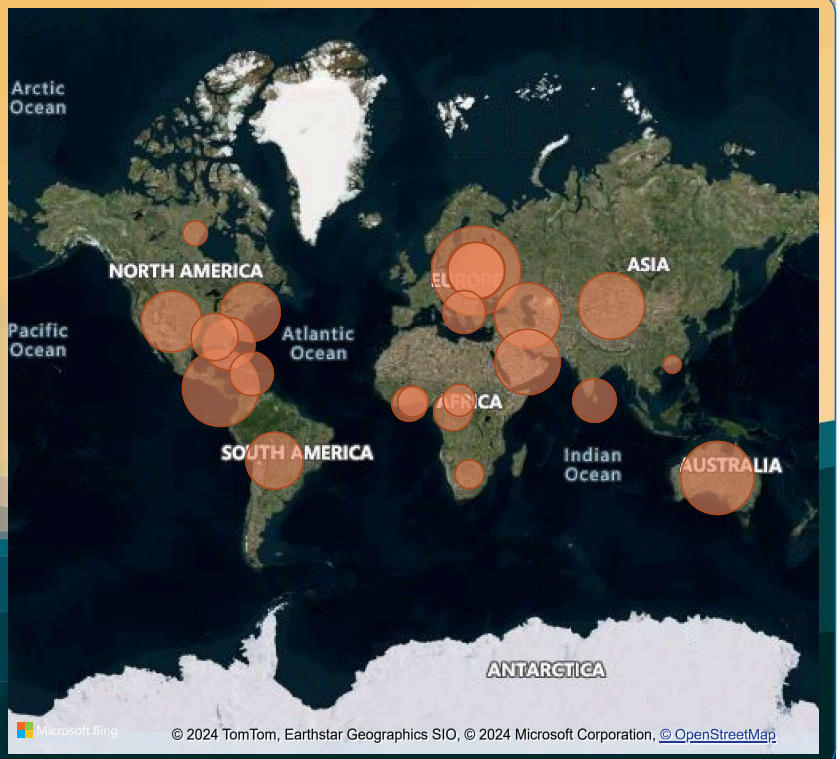
Sales Projection	Product Unit	KPI	Returns
12.64M	3788	178K	1464

Sales By Segment

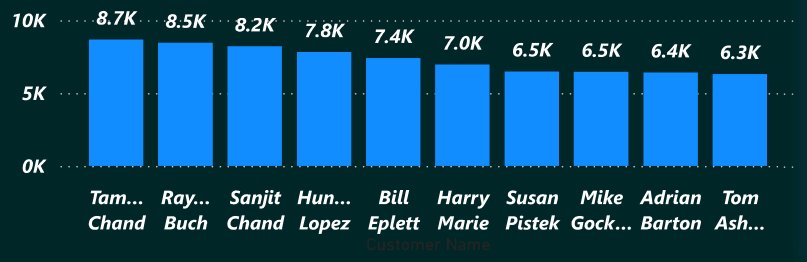


Sales By Market

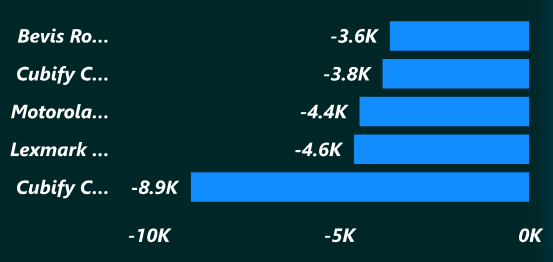
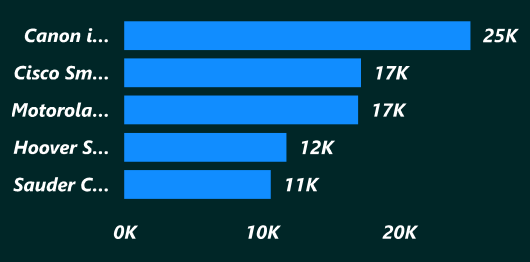




Profit By Customer



Top 5 Disastrous Products



Top 5 Profitable Products