Amazon Sales Analysis & Business Insights Dashboard

👷 Prepared By

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🎯 Project Objective

To analyse Amazon sales transaction data and uncover actionable business insights using Power BI. The goal is to support decision-making related to product performance, fulfillment strategy, regional sales trends, and marketing focus.

💼 Tools Used

- Microsoft Power BI

- Power Query Editor

- DAX (for calculated measures)

- Microsoft Excel (for initial data cleaning)

📊 Key Features of the Dashboard

- **Sales Trend Analysis** (line chart over time)

- **Product Performance Visualization** (bar chart by category)

- **Fulfillment Method Comparison** (pie chart)

- **Geographical Sales Distribution** (treemap by state, bar chart by city)

- **Insights & Business Recommendations** (text box summary)

🔍 Top Insights

- Sales peaked in **early May**, indicating possible seasonal demand or campaign impact.

- **T-Shirts and Shirts** led all product categories, making up nearly 70% of sales.

- Over **69% of orders were fulfilled via Amazon (Easy Ship)** — showing customer trust in faster delivery.

- **Maharashtra, Karnataka, and Telangana** were the top revenue-generating states.

- Cities like **Bengaluru, Hyderabad, and Mumbai** dominated urban sales.

💡 **Business Recommendations**

- **Increase inventory** of best-selling products (T-Shirts, Electronics) ahead of peak demand periods.

- Promote **Amazon Fulfillment (Easy Ship)** for more sellers to ensure fast and reliable delivery.

- Focus advertising in high-revenue states like **Maharashtra** and **Karnataka** for higher ROI.

- Offer **region-specific deals** in underperforming states to explore growth opportunities.

- Encourage **product bundling** to boost average order value.

- Use **seasonal discounts** during high-sales periods (e.g., April, May, December) to boost conversion while managing inventory turnover.

📁 **Files Included in Submission**

- Amazon_Sales_Analysis_By_Anjusri.pbix → Power BI dashboard source file

- Amazon_Sales_Dashboard_Report.pdf → Exported PDF version of the dashboard

- Amazon_Sales_Analysis_Documentation_Anjusri.pdf → This documentation summary

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✅ **Submission Notes**

This report was created as part of the InnoByte Services Internship Program. All visuals, insights, and metrics were created using real Amazon sales transaction data and modelled through Power BI to deliver executive-level reporting and strategic business insight.