

# **AMAZON SALES ANALYSIS USING POWER BI**

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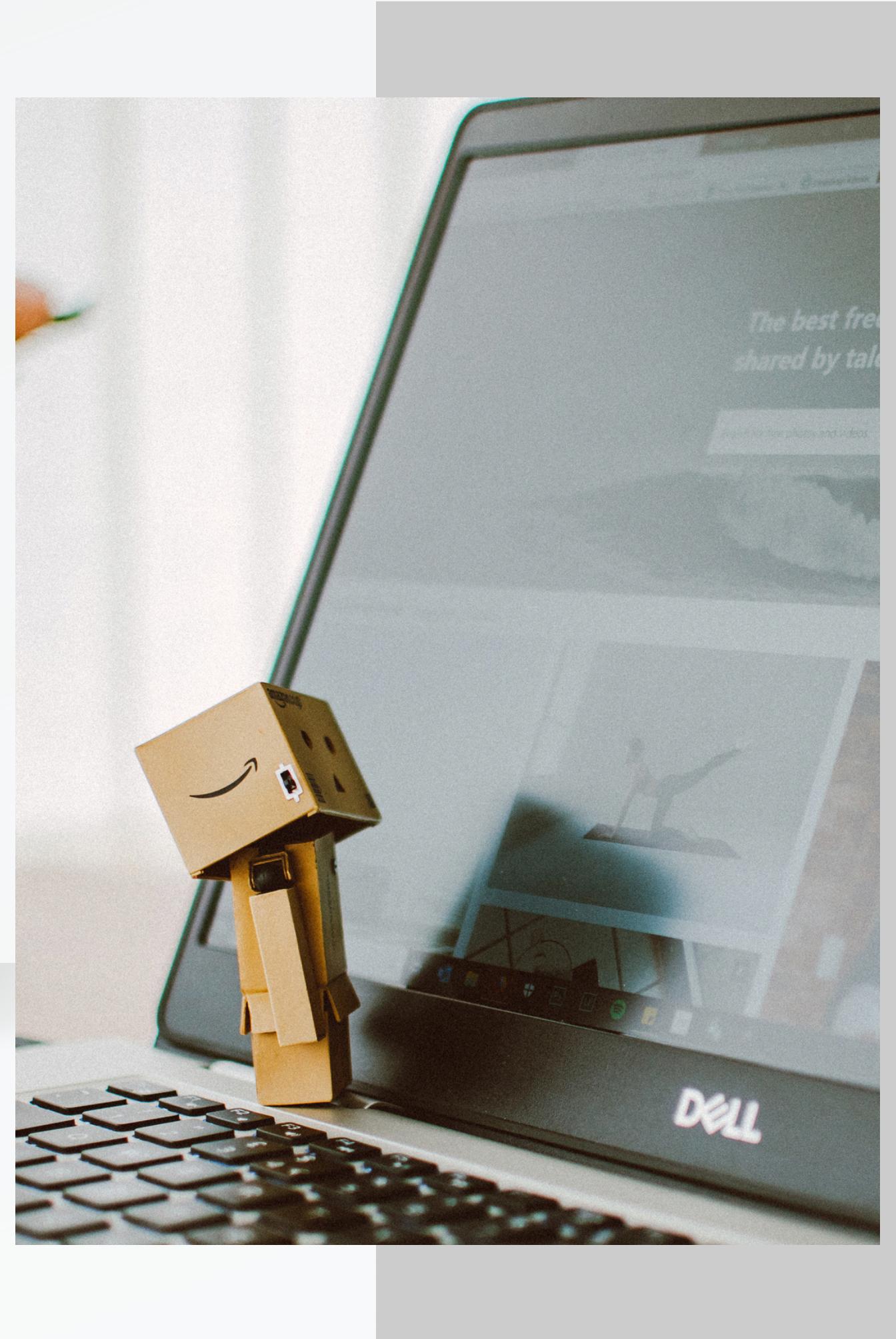
# INTRODUCTION



This dashboard offers insights into sales and units across Amazon product categories and regions.



It includes calculated columns and measures and DAX Formulae like SUM, CALCULATE, ALL, DATATABLE.



# OBJECTIVES



Clean and prepare raw data for accurate analysis.

OBJECTIVE 1



Create interactive visualizations for easy data interpretation.

OBJECTIVE 2

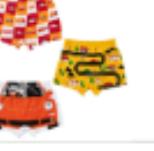


Provide detailed information on sales, units sold, and courier status.

OBJECTIVE 3

# DASHBOARD

## Product Category

-  Baby Carriers  
BSLINO Unisex...
-  Bag...  
Zomoza Travel...
-  Boys Belts  
Navaksha...
-  Boys Boxer...  
BODYCARE Boxer...
-  Boys Clothin...  
AJ Dezines kids...
-  Boys Dhotis...  
Amirtha Fashion...
-  Boys...  
Firstclap Denim...
-  Boys Ethnic...  
AJ DEZINES Boy's...

## Product Status

Status

- Cancelled
- Pending
- Pending - Waiting for Pick Up
- Shipped
- Shipped - Damaged
- Shipped - Delivered to Buyer
- Shipped - Lost in Transit
- Shipped - Out for Delivery
- Shipped - Picked Up
- Shipped - Rejected by Buyer

## Overview

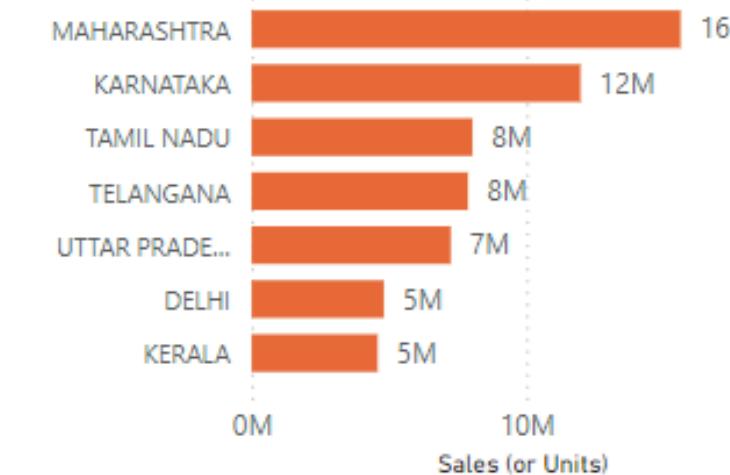
89.08M

Total

## Sales

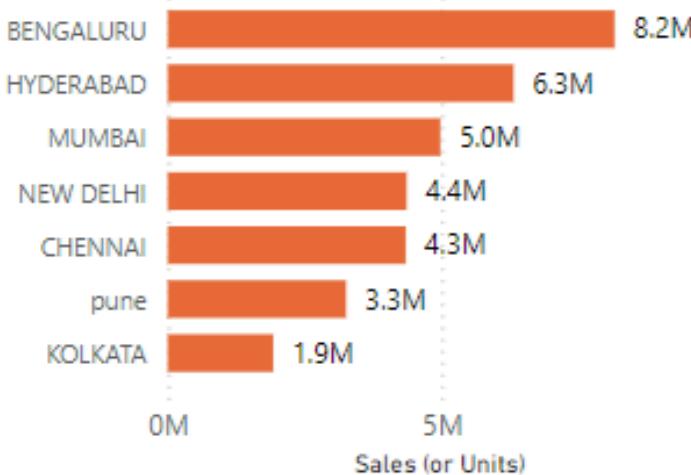
## Units

### By State



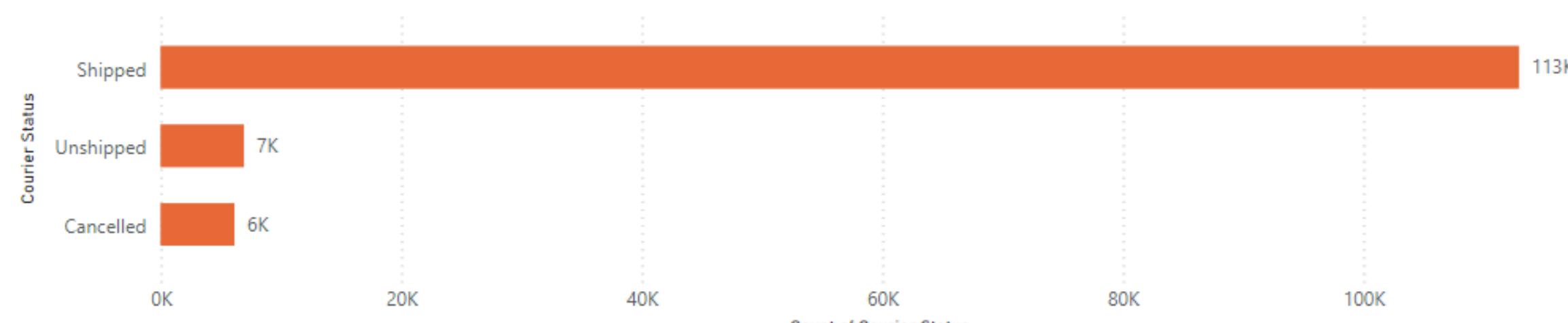
State	Sales (or Units)
MAHARASHTRA	16M
KARNATAKA	12M
TAMIL NADU	8M
TELANGANA	8M
UTTAR PRADE...	7M
DELHI	5M
KERALA	5M

### By City



City	Sales (or Units)
BENGALURU	8.2M
HYDERABAD	6.3M
MUMBAI	5.0M
NEW DELHI	4.4M
CHENNAI	4.3M
pune	3.3M
KOLKATA	1.9M

## Courier Status



Courier Status	Count
Shipped	113K
Unshipped	7K
Cancelled	6K

# PROJECT INSIGHTS

## INSIGHT 1

The dashboard includes key metrics such as sales and units information, providing valuable insights into the progress and overall condition of the company.

## INSIGHT 2

Users can filter data by product categories and status for focused analysis. Courier status tracking helps in monitoring delivery efficiency.

## INSIGHT 3

It offers detailed views of sales and units by city and state, allowing for geographic performance comparisons.



**THANKS**

