**Excel Dashboard: Amazon Sales Data 2025**

This Excel project uses PivotTables to analyze Amazon Sales Data 2025, offering insights into product categories, customer behaviors, and payment preferences. Through dynamic dashboards, I highlight the dominance of Electronics and Home Appliances while uncovering opportunities in other categories.

**Goal:** To dissect Amazon Sales Data 2025 using PivotTables and advanced Excel functions, revealing trends in product categories, payment methods, and regional customer behaviours for strategic business insights.

**Technology:** Microsoft Excel, PivotTables, Advanced Excel Functions

**Skills:** Data Aggregation, Trend Analysis, Data Visualization, Business Intelligence

Explore the Complete Project here →

# **Excel Pivot tables: Amazon Sales 2025**

**Sales Performance by Product Categories**  
I created a PivotTable summarizing sales performance by Product Category. I used the "Sum of Total Sales" and "Average Price" fields to identify top-performing categories like Electronics and Home Appliances. I inserted a PivotChart (Column Chart) to visualize which product categories had the highest sales and prices.

The dashboard analysis of Amazon Sales Data 2025 demonstrates that Electronics and Home Appliances maintain the foremost position in revenue generation by achieving top rankings for aggregated total sales and prices. The lower metrics in the Books and Clothing sections present substantial growth chances and marketing strategies that must be developed specifically for these areas.

**Payment Methods vs Transaction Status**  
I created a PivotTable showing Payment Methods against Transaction Statuses (Completed, Pending, Cancelled). I used a count of orders grouped by payment method. I inserted a Stacked Column PivotChart to easily compare how Amazon Pay and Credit Card payments led to more completed transactions, while Gift Cards and Debit Cards had more pending and cancelled orders.

Analyzing the Amazon Sales Data 2025, our dashboard shows that completed transactions dominate, particularly through Amazon Pay and Credit Car, while pending and cancelled orders are more prevalent with other payment types, such as Gift Cards and Debit Cards. These metrics reveal essential payment and behavioural patterns of customers for different stages of transaction completion.

**Sales by City**  
I built a PivotTable to display the number of customer purchases by city. I sorted the cities by total sales volume to highlight New York, Houston, and San Francisco as the top locations. I created a Column PivotChart showing sales distribution across different cities.

The Amazon Sales Data 2025 analysis demonstrates that customer buying activity concentrates in New York, Houston, and San Francisco. Amazon Pay and the Credit Card are the most popular payment options in those areas. The data shows regional payment differences, which is evident through the increased usage of debit and gift cards in Dallas and Miami, whereas other cities have different payment choices.

**Price Differences by City**  
I created a PivotTable to analyze average purchase prices across different cities. I used a calculated field (=Total Sales / Quantity) where needed to compute average order values. I inserted a Bar PivotChart that showed higher average prices in New York and Houston compared to Seattle and Chicago.

Amazon Sales Data 2025 demonstrates that buying price disparities exist between locations where New York and Houston customers pay higher amounts affected by their extensive use of Credit Cards and Amazon Pay transactions. Seattle and Chicago's regions maintain lower prices in contrast to other locations since residents use different purchasing behaviours and select payment methods accordingly

**Summary**   
Across all charts, I used PivotTables to structure the data, inserted PivotCharts (Column and Bar Charts) for visual representation, and applied sorting and filters to focus on relevant data points..

