**Sales and Profitability Dashboard for Amazon Using Excel**

**Project Background**

The Amazon Case Study project involved an in-depth analysis of transactional sales data using Microsoft Excel. The dataset simulates order records, and the project goal was to design a visual dashboard that communicates sales trends, cost analysis, profitability, and customer segmentation in an intuitive and interactive format. This project demonstrates advanced **Excel analytics** skills including **pivot tables, data cleaning, conditional formatting, and visual storytelling**.

**Objectives**

* Create an Excel-based dashboard for visualizing Amazon's key performance metrics.
* Identify best-selling products and their contribution to profit.
* Examine shipping methods for cost-effectiveness.
* Segment customers by profitability and order volume.
* Uncover temporal sales patterns and seasonal trends.

**Repository Content**

* Amazon case study.xlsx: Excel workbook containing:
  + Cleaned data sheets
  + Pivot tables
  + Interactive dashboard
  + Embedded charts (bar, pie, line)

**Methodology**

* Data loaded and cleaned in Excel.
* Pivot tables used for aggregation (sales, profit, region, category).
* Visuals created using:
  + Column charts for product/category comparison
  + Line graphs for temporal trends
  + Pie charts for profit contribution
* Dashboard designed with slicers, labels, and color formatting for interactivity.

**Key Insights**

**1. Sales Drivers**

* High sales were concentrated in categories like Technology and Office Supplies.
* Furniture had high volume but comparatively lower profit.

**2. Shipping Cost vs Order Value**

* Standard Class and Second-Class shipping modes were used appropriately.
* Same Day shipping, while expensive, showed up in low-value transactions.

**3. Customer Segmentation**

* **Small Business** and **Corporate customers** were more consistent in high-value orders.
* **Consumers** made frequent purchases but had more return activity.

**4. Geographical Trends**

* Sales from specific provinces outperformed others; revenue was highest in urban provinces like Ontario and British Columbia.

**5. Temporal Trends**

* Clear seasonal sales spike around Q4 (likely holiday effect).
* Q2 showed dips, indicating either supply constraints or low demand.

**Recommendations**

* Limit use of Same Day shipping to high-priority/high-margin items.
* Introduce loyalty rewards for consistently profitable customers.
* Expand inventory of top-performing sub-categories in regions with demand.
* Schedule targeted promotions to address seasonal slumps.
* Monitor customer returns and link with satisfaction feedback.