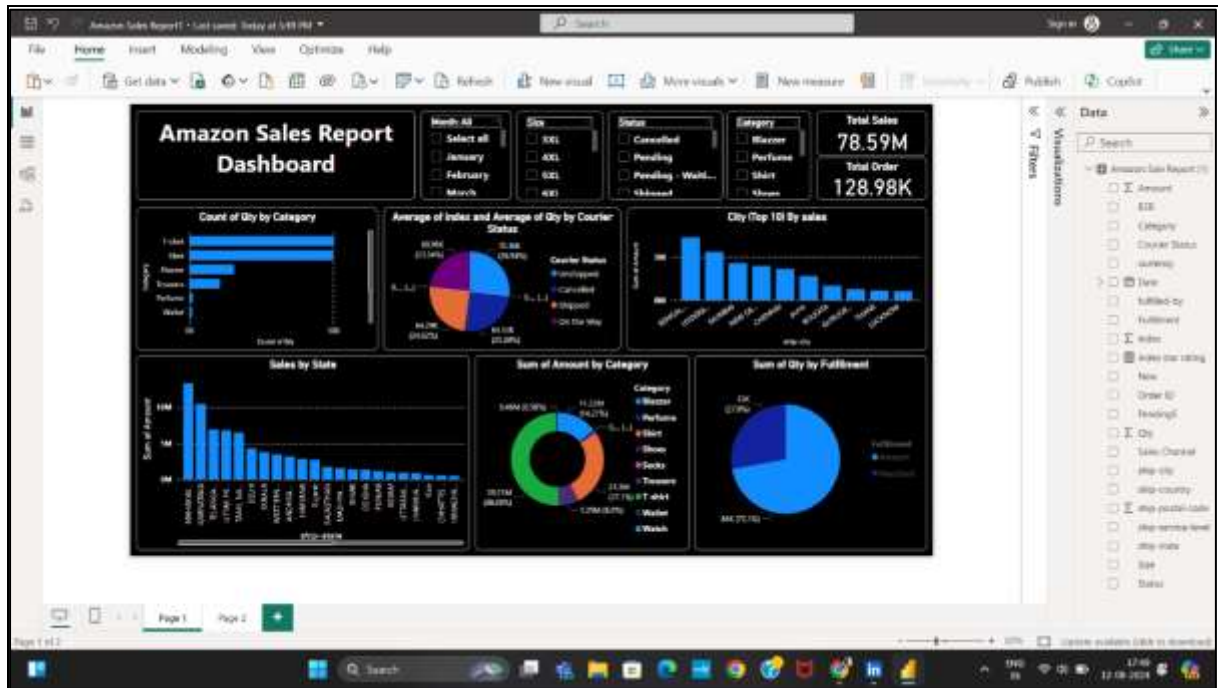


Amazon Sales Report Dashboard Documentation

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1. Overview

The **Amazon Sales Report Dashboard** is an interactive tool designed to provide a detailed analysis of sales data for Amazon products. It offers a comprehensive view of sales performance across various dimensions, helping business analysts and sales managers make informed decisions.

This dashboard answers key business questions such as:

- Which product categories are the best performers?
- How are sales distributed across different states and cities?
- What is the status of order fulfillment?

With interactive filters, users can easily explore the data by specific time periods, product categories, and more. The dashboard is essential for

identifying trends, managing inventory, and optimizing sales strategies in the fast-paced e-commerce environment

2. Dashboard Description

The dashboard includes the following key components:

- **Total Sales and Orders:** Displayed at the top right, these metrics provide an overview of the total sales revenue and the number of orders placed.
- **Sales by Category:** A bar chart showing the count of quantities sold in various product categories, including T-shirts, Shirts, Blazers, Trousers, Perfume, and Wallets.
- **Courier Status:** A pie chart visualizing the distribution of orders by their courier status (Shipped, On the Way, Cancelled, Unshipped).
- **Top 10 Cities by Sales:** A bar chart that highlights the top 10 cities in terms of sales, with Bangalore, Hyderabad, and Mumbai leading.
- **Sales by State:** A bar chart illustrating sales distribution across different states, with Maharashtra being the top contributor.
- **Sales by Fulfilment:** A pie chart comparing the quantity of orders fulfilled by Amazon versus those fulfilled by third-party merchants.
- **Category-Wise Sales Amount:** A donut chart summarizing the total sales amount by category, identifying the most profitable product lines.

3. Tech Stack

The following technologies and tools were used to create the Amazon Sales Report Dashboard:

- **Microsoft Power BI:** Used for creating the dashboard, including data visualization, filtering, and interaction.
- **Data Source:** The data was imported from CSV/Excel files and could be connected to databases for live reporting.

- **Microsoft Excel:** For initial data cleaning and pre-processing.
- **Power Query:** Used within Power BI for data transformation.
- **DAX (Data Analysis Expressions):** For creating custom measures and calculated columns to enhance the dashboard's functionality.

4. Conclusion

This documentation provides an overview of the Amazon Sales Report Dashboard and the technologies used to build it. The dashboard is a powerful tool for sales analysis, allowing stakeholders to gain insights into sales performance across various dimensions.