

MINI PROJECT

Amazon Sales Dashboard

Student Name: Divyanshu Kumar

Branch: MCA

Semester: 3rd

Subject Name: Business Analytics

UID: 23MCA20563

Section/Group: 23MCA7/B

Date of Performance: 25/10/24

Subject Code: 23CAH-701

1. **Aim/Overview of the practical:** An Amazon sales dashboard is a tool that helps Amazon sellers track, analyze, and optimize their sales performance. Typically, it displays key performance indicators (KPIs) and data visualizations to give sellers insights into their business and sales trends. Here's a breakdown of what you'd typically find on an Amazon sales dashboard

Step 1: Gather and Import Data

Download Reports: Go to Amazon Seller Central, download relevant sales reports (Sales, Orders, and Inventory reports) as CSV files.

Import Data into Excel: Open Excel and import each CSV file by going to Data → Get External Data → From Text and selecting your CSV files.

Organize Data: Place each data type on separate sheets. For example:

Sales Data on one sheet (with columns like Date, Product Name, SKU, Units Sold, Revenue, etc.)

Inventory Data on another sheet (with columns like SKU, Stock Quantity, Warehouse Location)

Advertising Data if applicable (Ad Spend, Impressions, Clicks, ROAS)

Step 2: Set Up Key Metrics and Calculations

Add Calculation Columns:

Total Revenue: Use a SUM formula to calculate total revenue from the Revenue column.

Units Sold: Sum the Units Sold column for total units sold.

Conversion Rate: Use $\text{=(Units Sold / Page Views) * 100}$ if page views data is available.

Gross Profit: If cost data is available, calculate using Revenue - Cost of Goods Sold.

Create KPI Summary Table:

Add a new sheet named “Dashboard” and set up summary metrics like Total Revenue, Units Sold, Gross Profit, Conversion Rate, and Stock Levels.

Use references (=Sheet1!A1 etc.) to pull data from your raw data sheets into these summary cells.

Step 3: Create Data Visualizations

Insert Charts for Key Metrics:

Total Revenue and Units Sold over Time: Select your data columns (e.g., Date and Revenue), then go to Insert → Line Chart to create a revenue trend over time.

Product Performance: Use a bar chart to show sales by product by selecting columns for Product Name and Units Sold.

Conversion Rate and CTR: If you have click data, use a bar or line chart to track CTR and conversion rate trends.

Dynamic Filters with Slicers:

Convert your data ranges into Excel Tables (Insert → Table) to add automatic filtering.

Insert slicers for easy filtering of data by date range, product category, or SKU.

Step 4: Add Interactive Elements

Date Filters:

Create a drop-down filter for date ranges (e.g., Last 7 Days, Last 30 Days). This can be done with simple Excel drop-down lists.

Use IF and INDEX functions to display data based on the selected date range.

Summary Cards:

For each KPI, add large summary cards using cell formatting to display total revenue, total units sold, and other metrics.

Format these cells (larger font, borders) for visibility.

Step 5: Set Up Automatic Data Refresh

Automate Data Import:

If your reports are regularly updated, use Data → Refresh All to refresh linked CSV data.

Create a Refresh Button (Optional):

Use Excel's Developer tab to insert a button that runs a VBA script to refresh all data. Here's a simple VBA

code:

Copy code

```
Sub RefreshAllData()
```

```
    ActiveWorkbook.RefreshAll
```

```
End Sub
```

Assign this macro to your button to enable one-click refresh.

Step 6: Format and Finalize the Dashboard

Layout: Arrange KPIs at the top, charts in the center, and tables at the bottom of the dashboard sheet for easy reading.

Conditional Formatting: Apply conditional formatting (like color scales) to highlight trends in revenue, stock, or conversion rates.

Protect the Dashboard: Lock important cells (like formulas and headings) by going to Review → Protect Sheet to prevent accidental edits.

Step 7: Save and Share

Save the file as an .xlsm (Excel Macro-Enabled Workbook) if you're using VBA macros. Use Excel's sharing options to share the dashboard or upload it to a cloud service for team access.

Output

Sales Data:-

Date	SalesRep	Product	Units	Price	Total Sales	City	State	Region	Day
01-01-2013	Isabel Cross	Nestle Aero Mint Potz	4	495	1980	Ranchi	Jharkhand	East	Tuesday
02-01-2013	Cecilia Manning	Nestle Smarties Pop-Up	2	438	876	Trivandrum	Kerala	South	Wednesday
02-01-2013	Isabel Cross	Nestle Maxibon Cookie	1	426	426	Ranchi	Jharkhand	East	Wednesday
02-01-2013	Shari Silva	Nestle Maxibon Cookie	2	260	520	Mysore	Karnataka	South	Wednesday
02-01-2013	Trevor Jones	Nestle Toffee Crumble	4	285	1140	Pune	Maharashtra	West	Wednesday
03-01-2013	Trevor Jones	Nestle Toffee Crumble	2	206	412	Pune	Maharashtra	West	Thursday
03-01-2013	Trevor Jones	Nestle Fab	3	222	666	Pune	Maharashtra	West	Thursday
04-01-2013	Max Rodgers	Nestle Milky Bar Stick	15	458	6870	Nagpur	Maharashtra	West	Friday
04-01-2013	Ruben Nunez	Nestle Rowntree Fruit Pastil	2	304	608	Shimla	Himachal Pradesh	North	Friday
04-01-2013	Salvador Bass	Nestle Rowntree Fruit Pastil	2	224	448	Goa	Goa	West	Friday
04-01-2013	Rachel Gomez	Nestle Kit Kat Cone	2	318	636	Delhi	Delhi	North	Friday
04-01-2013	Christina Fuller	Nestle Fab	2	165	330	Nagpur	Maharashtra	West	Friday
04-01-2013	Andrew Meyer	Nestle Aero Mint Potz	6	167	1002	Mumbai	Maharashtra	West	Friday
05-01-2013	Don Gonzales	Nestle Toffee Crumble	4	431	1724	Mysore	Karnataka	South	Saturday
05-01-2013	Ruben Nunez	Nestle Fab	3	342	1026	Srinagar	Jammu and Kashmir	North	Saturday
05-01-2013	Shari Silva	Nestle Rowntree Fruit Pastil	2	180	360	Mysore	Karnataka	South	Saturday
05-01-2013	Herman Williams	Nestle Fab	1	435	435	Darjeeling	West Bengal	East	Saturday
05-01-2013	Ruben Nunez	Nestle Smarties Pop-Up	19	193	3667	Ahmedabad	Gujarat	West	Saturday
05-01-2013	Beth Tucker	Nestle Rowntree Fruit Pastil	3	437	1311	Pune	Maharashtra	West	Saturday
05-01-2013	Marian Hill	Nestle Toffee Crumble	2	298	596	Trivandrum	Kerala	South	Saturday
05-01-2013	Carla McCormick	Nestle Smarties Pop-Up	1	247	247	Varanasi	Uttar Pradesh	North	Saturday
05-01-2013	Brooke Horton	Nestle Smarties Pop-Up	2	271	542	Nainital	Uttarakhand	North	Saturday
05-01-2013	Bethany Pena	Nestle Rolo Potz	3	297	891	Nagpur	Maharashtra	West	Saturday
06-01-2013	Rachel Gomez	Nestle Rolo Potz	2	253	506	Delhi	Delhi	North	Sunday
06-01-2013	Sylvester Morales	Nestle Smarties Pop-Up	1	298	298	Mumbai	Maharashtra	West	Sunday
07-01-2013	Kyle Carr	Nestle Rowntree Fruit Pastil	2	292	584	Delhi	Delhi	North	Monday
07-01-2013	Salvador Bass	Nestle Kit Kat Cone	1	491	491	Goa	Goa	West	Monday
07-01-2013	Trevor Jones	Nestle Rowntree Fruit Pastil	2	401	802	Pune	Maharashtra	West	Monday
07-01-2013	Brooke Horton	Nestle Rolo Potz	2	255	510	Nainital	Uttarakhand	North	Monday
07-01-2013	Marian Hill	Nestle Milky Bar Stick	1	231	231	Trivandrum	Kerala	South	Monday

Pivot Table:-

KPI's

Sales	Amount	
Actual	₹	1,02,26,625
Target	₹	1,25,78,749
% Achieved		81%
Difference		19%

Units Sold	Amount	
Actual	₹	33,874
Target	₹	36,923
% Achieved		92%
% Difference		8%

# of Cities	Numbers	
Actual		23
Target		28
% Achieved		82%
Difference		18%

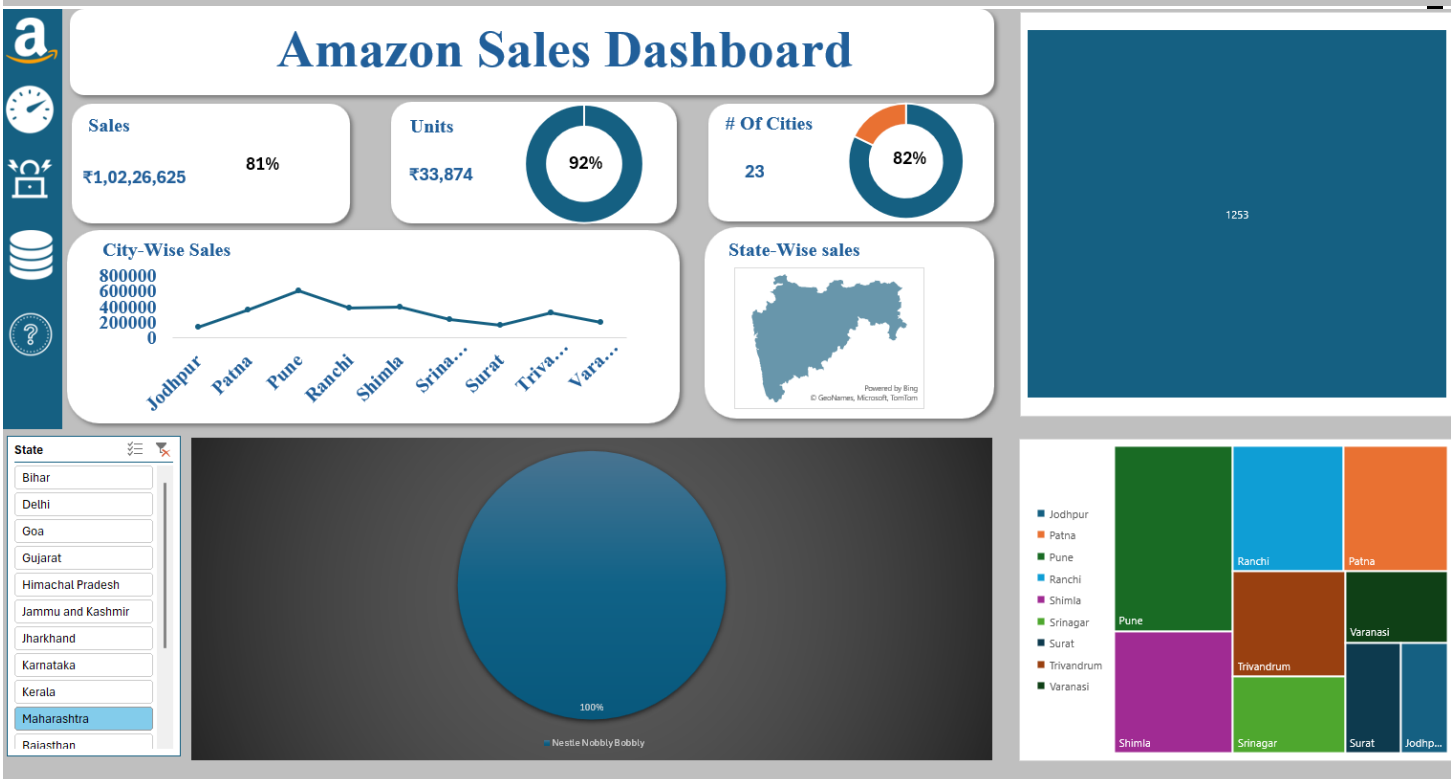
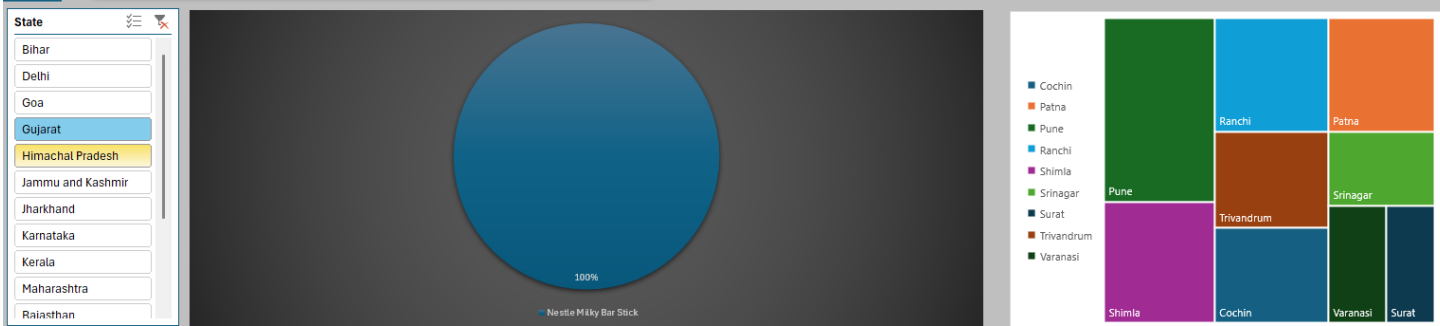
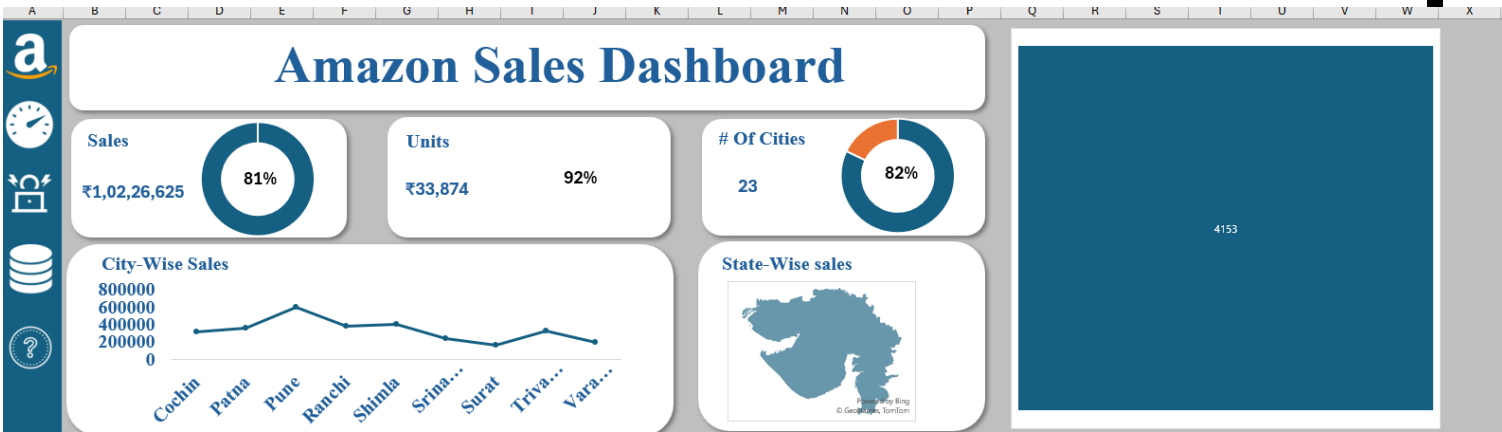
Sales

Products	Units Sold
Nestle Smarties Pop-Up	5267
Nestle Fab	4375
Nestle Aero Mint Potz	4262
Nestle Milky Bar Stick	4153
Nestle Toffee Crumble	3586
Nestle Rowntree Fruit Pastil	3258
Nestle Rolo Potz	2498
Nestle Maxibon Cookie	2152
Nestle Kit Kat Cone	2101
Nestle Nobbly Bobbly	1253
Nestle Rowntree Screammers	969

State	Sales
Bihar	359030
Delhi	1764426
Goa	652865
Gujarat	685672
Himachal Pradesh	396905
Jammu and Kashmir	234890
Jharkhand	382835
Karnataka	811461
Kerala	642484
Maharashtra	1779810
Rajasthan	143611
Telangana	326784
Uttar Pradesh	460770
Uttarakhand	655124
West Bengal	929958

City	Total Sales
Agra	259971
Ahmedabad	517965
Bangalore	171788
Cochin	318710
Darjeeling	231032
Delhi	1764426
Durgapur	188769
Goa	652865
Hyderabad	326784
Jodhpur	143611
Kolkata	510157
Mumbai	643215
Mysore	639673
Nagpur	534082
Nainital	655124
Patna	359030
Pune	602513
Ranchi	382835
Shimla	396905
Srinagar	234890
Surat	167707
Trivandrum	323774
Varanasi	200799





- • **Understanding Key Metrics:** Familiarize with essential sales metrics (e.g., Revenue, Units Sold, Conversion Rate) and their business impact.
- • **Data Handling Skills:** Gain proficiency in importing, cleaning, and organizing data in Excel.
- • **Analytical Calculations:** Develop Excel formula skills for calculating revenue, profit, and conversion rates.
- • **Data Visualization:** Learn to create effective charts and visualizations to communicate trends.
- • **Task Automation:** Use Excel functions and VBA for efficient, automated data updates.
- • **Dashboard Design:** Build a user-friendly, interactive layout for clear insights.
- • **Data-Driven Decision-Making:** Apply analytics to identify trends and make informed business decisions.



1.