

PROJECT TITLE: AMAZON SALES DASHBOARD

Description: This Tableau project presents an interactive sales dashboard analyzing Amazon's sales data, with the dataset sourced from Kaggle. The dashboard provides an overview of key performance metrics, trends, and insights to help monitor and evaluate sales performance over time.

The main focus of the dashboard is to offer actionable insights into the following key areas:

- Profit
- Revenue
- Shipping days
- Units Sold

Business Usecases

- Analyse the profits by region
- Analyse the profits by Countries
- Channel revenue Analysis
- Number of orders per year
- No of orders by Priority
- Shipments by Priority
- Average revenue across years
- Items wise revenue, profit margins, shipments, number of units sold

Brief Descriptions:-

1. Profit by Region Analysis:

This section will show how Amazon's profits are distributed across different regions. By visualizing profits on a regional level, the dashboard highlights which regions are the most profitable and where Amazon might be incurring losses or low margins. This helps in determining regions that may need strategic adjustments such as better marketing efforts or cost optimizations.

2. Profit by Country Analysis:

Focusing on individual countries, this analysis drills down from the regional level to explore profits country by country. It identifies which countries contribute most to the bottom line and where profitability is lagging. This can be useful for tailoring specific country-level strategies, including pricing models, product offerings, or shipping arrangements.

3. Channel Revenue Analysis:

This analysis examines revenue generated from various sales channels (e.g., Amazon website, mobile app, or third-party platforms). It helps in understanding which channels bring in the highest revenue and which channels may need more attention or investment. Insights gained here can inform future channel-specific marketing campaigns or platform enhancements.

4. Number of Orders per Year:

This time-based analysis provides insights into the number of orders placed year-over-year. By visualizing the growth or decline in order volume, you can identify seasonal trends, yearly growth

patterns, and potential anomalies. This helps assess how order demand has evolved and if Amazon is hitting its sales targets.

5. Number of Orders by Priority:

Amazon often assigns different priorities to orders (e.g., High, Medium, Low) based on urgency or customer preference. This analysis breaks down the number of orders by priority level, showing how well Amazon manages urgent vs. regular orders. It provides insights into operational efficiency and customer satisfaction in order fulfillment.

6. Shipments by Priority:

Similar to order priority, this analysis tracks the shipment of orders based on their priority levels. It helps in evaluating Amazon's logistics performance by showing whether high-priority shipments are being fulfilled on time and whether lower-priority orders are being managed effectively without delays.

7. Average Revenue Across Years:

This metric tracks how the average revenue per year has changed over time. It provides a high-level view of business growth, helping Amazon gauge whether they are consistently increasing revenue year over year. This can help in identifying the effects of strategies like pricing changes, promotions, or new product launches.

8. Item-wise Revenue, Profit Margins, Shipments, Number of Units Sold:

This granular analysis focuses on individual items sold on Amazon. For each item, the dashboard will display:

- **Revenue:** The total sales generated.
- **Profit Margins:** The difference between the cost and sales price, helping to identify the most profitable items.
- **Shipments:** The number of times each item was shipped, giving insights into the logistics.
- **Number of Units Sold:** Helps to identify top-selling products and items that may need better marketing to increase sales.

This dashboard provides business stakeholders with an intuitive and data-driven way to make informed decisions regarding inventory management, marketing strategies, and customer engagement. It leverages Tableau's powerful visualization tools to turn raw data into clear and actionable insights for optimizing Amazon's sales strategy.

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