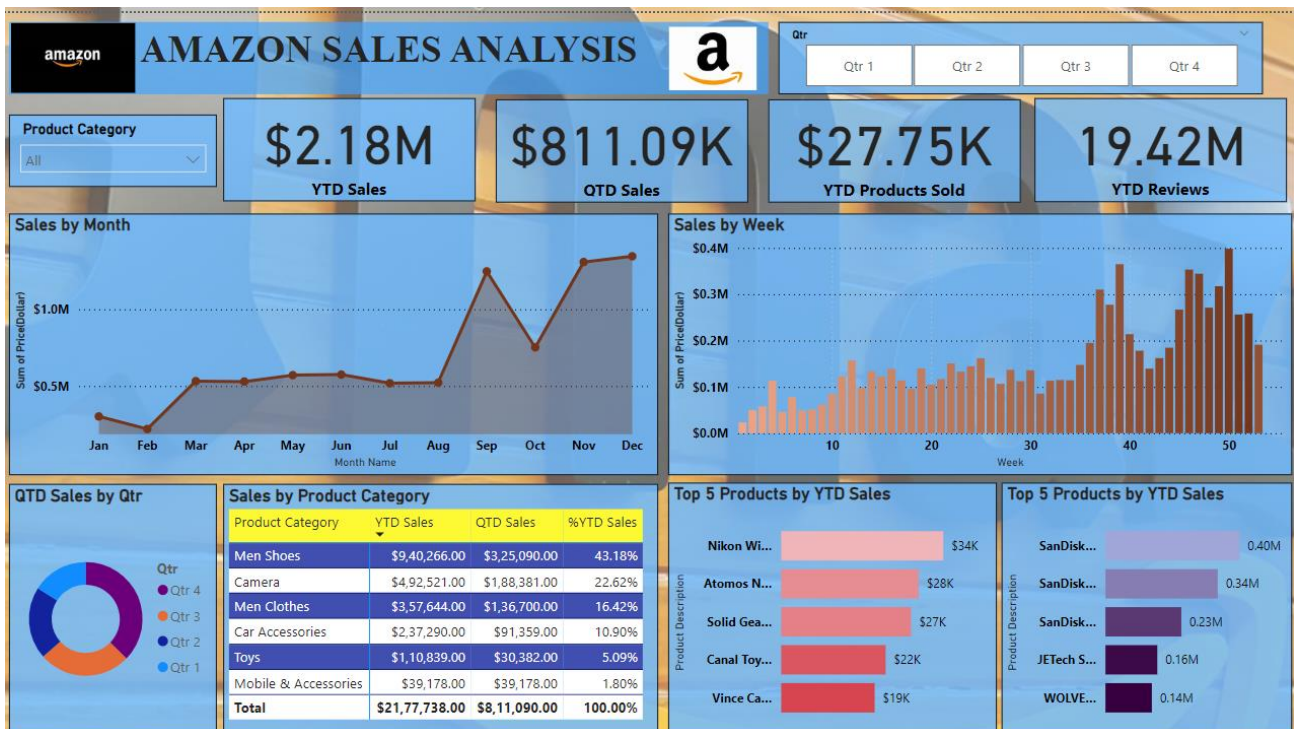




# Amazon Sales Analysis

Dashboard:



### Key Performance Indicators (KPIs):

KPIs helps in making data-driven decisions and improving business performance.



#### Insight:

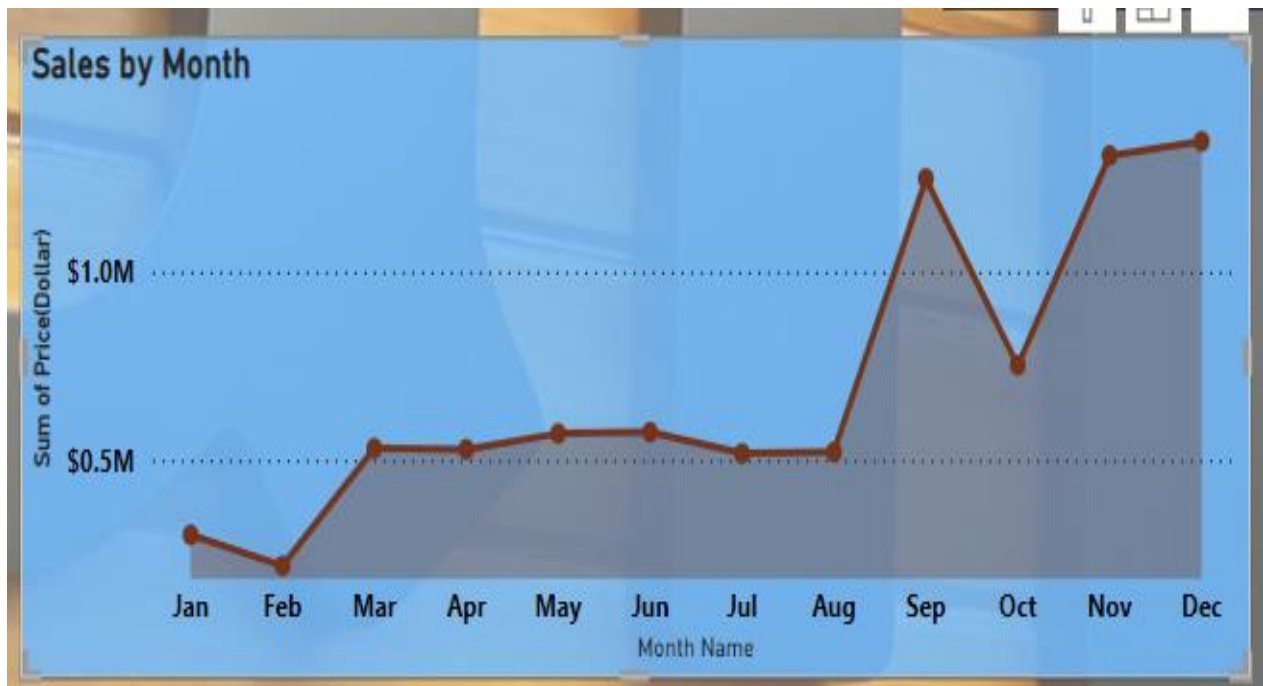
Evaluates overall revenue performance over time in YTD Sales.

Identifies short-term sales trends and seasonal impacts in QTD Sales.

Provides insights into product movement and popularity in YTD Product Sold

Assesses customer feedback and satisfaction in YTD Reviews.

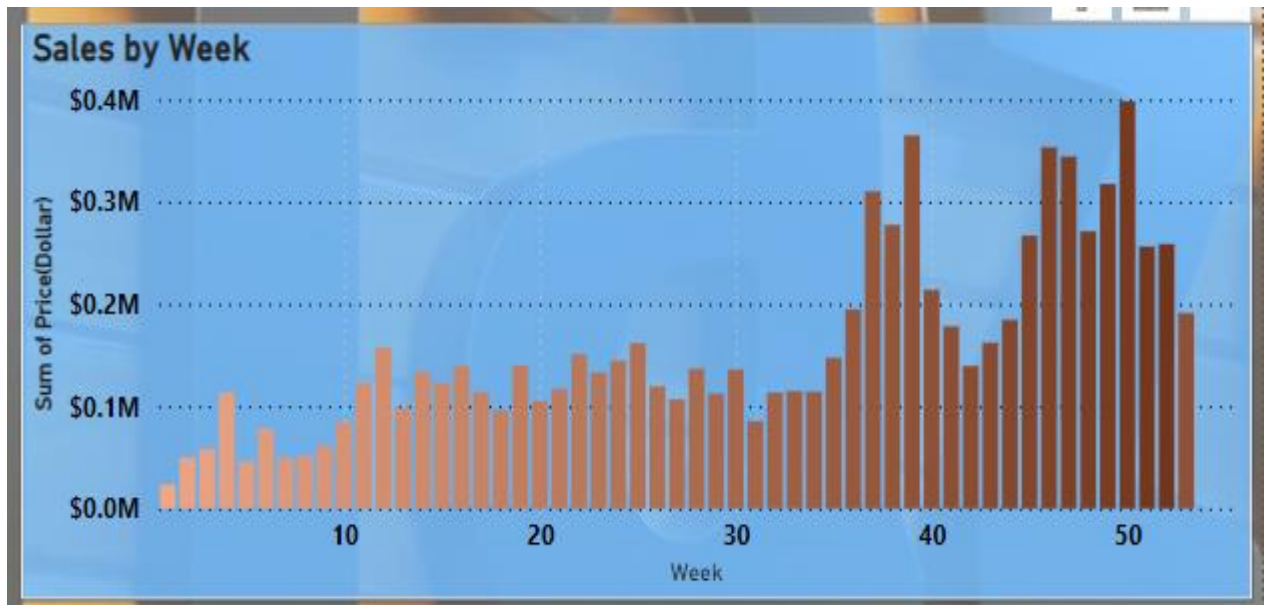
**Q1. Visualize sales trends over time on a monthly basis to identify seasonal patterns and growth trends.**



**Sales by Month (Line Chart):**

- **Insight:** A line chart displaying monthly sales trends will help identify seasonal patterns and growth trends over the year. You can see which months have the highest and lowest sales, indicating peak and off-peak seasons.
- **Action:** Use this data to plan marketing campaigns and inventory management. For instance, ramp up marketing efforts before peak months and prepare for slower sales during off-peak months.

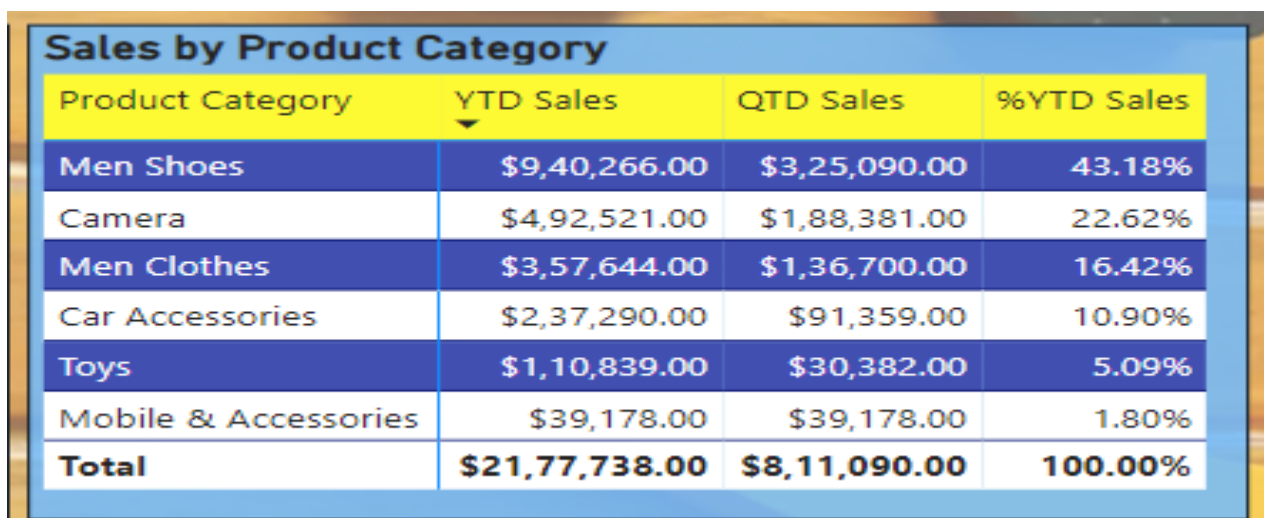
**Q2. Display sales data on a weekly basis to pinpoint shorter-term fluctuations and performance insights.**



**Sales by Week (Column Chart):**

- **Insight:** A weekly column chart will provide a granular view of sales fluctuations and performance insights over shorter periods. This helps in identifying specific weeks with unusual sales spikes or drops.
- **Action:** Adjust weekly promotions, sales strategies, and staffing based on these insights. For example, if sales spike during certain weeks, ensure sufficient inventory and staff are available.

**Q3. Utilize a text or heat map visualization to provide a high-level overview of sales across different product categories.**

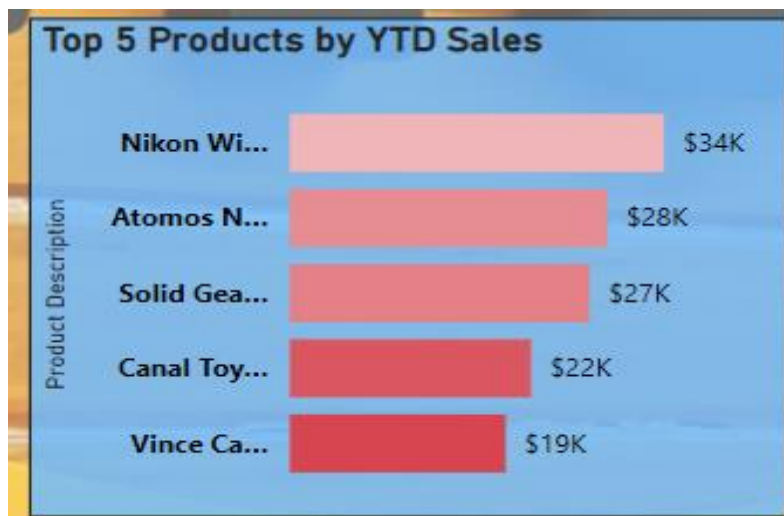


Product Category	YTD Sales	QTD Sales	%YTD Sales
Men Shoes	\$9,40,266.00	\$3,25,090.00	43.18%
Camera	\$4,92,521.00	\$1,88,381.00	22.62%
Men Clothes	\$3,57,644.00	\$1,36,700.00	16.42%
Car Accessories	\$2,37,290.00	\$91,359.00	10.90%
Toys	\$1,10,839.00	\$30,382.00	5.09%
Mobile & Accessories	\$39,178.00	\$39,178.00	1.80%
<b>Total</b>	<b>\$21,77,738.00</b>	<b>\$8,11,090.00</b>	<b>100.00%</b>

**Sales by Product Category (Text/Heat Map):**

- **Insight:** A text or heat map visualization offers a high-level overview of sales across different product categories. This can quickly show which categories are performing well and which are lagging.
- **Action:** Focus on promoting high-performing categories and re-evaluate strategies for underperforming ones. Consider product diversification or discontinuation based on these insights.

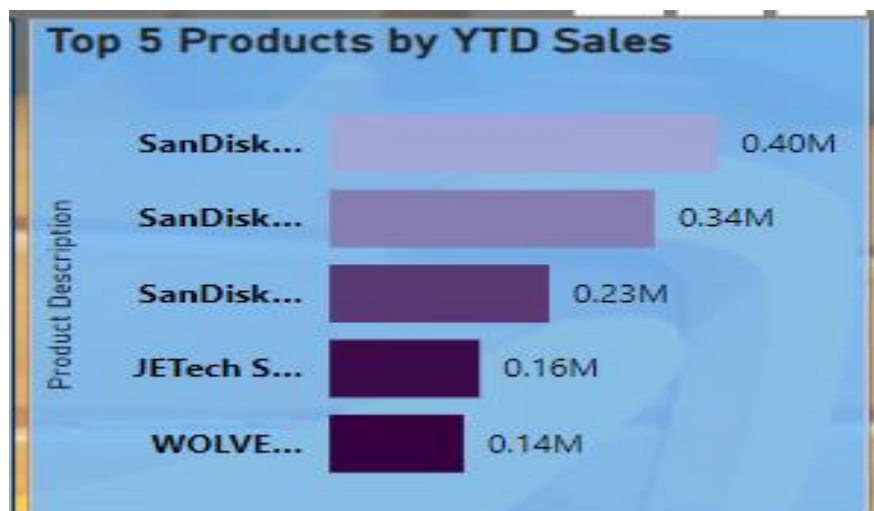
**Q4. Highlight the top-performing products based on year-to-date sales to focus on key revenue generators.**



**Top 5 Products by Sales (Bar Chart):**

- **Insight:** Highlighting the top-performing products by year-to-date sales emphasizes key revenue generators. This helps identify which products are driving the most revenue.
- **Action:** Invest in marketing and stock management for these top products. Consider creating bundled offers or complementary products to enhance sales further.

**Q5. Identify the top-rated products by year-to-date reviews to understand customer preferences.**



**Top 5 Products by Reviews (Bar Chart):**

- **Insight:** Identifying top-rated products by year-to-date reviews reveals customer preferences and satisfaction levels. This shows which products are most appreciated by customers.
- **Action:** Use positive reviews in marketing materials to attract new customers. Also, analyse the features of these top-rated products to inform the development of future products.