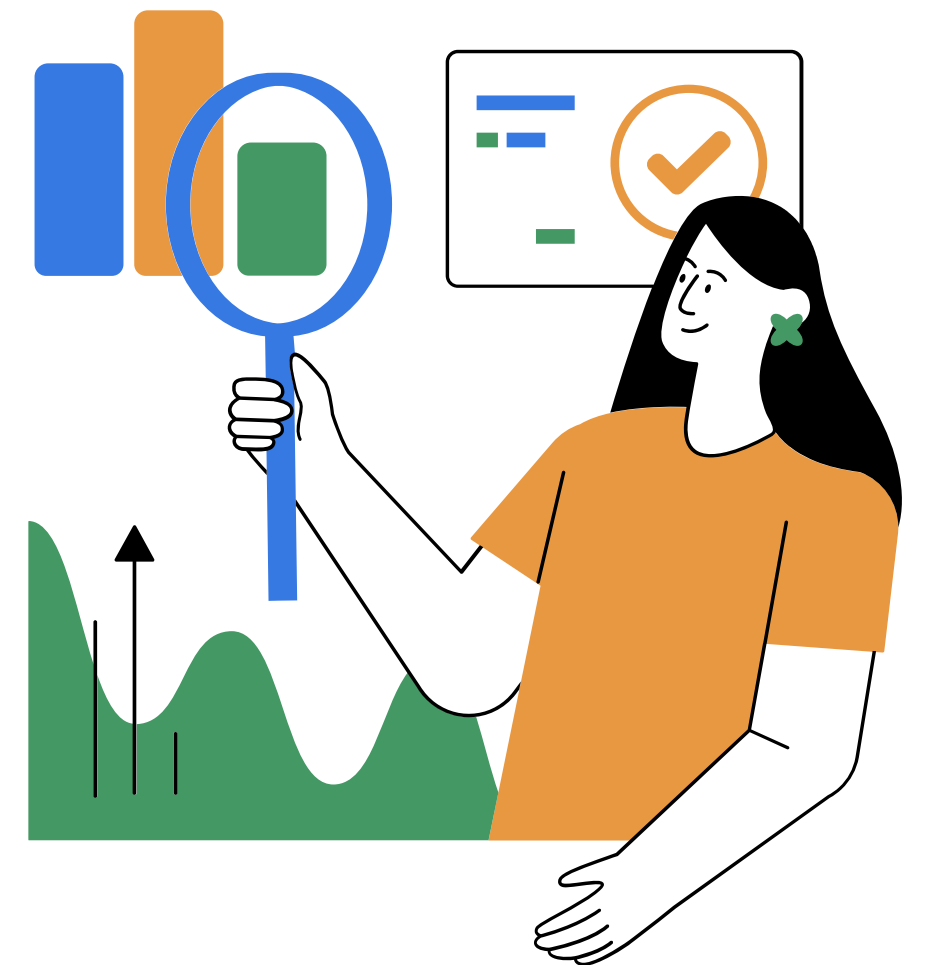


Amazon Products Analysis Dashboard & Insights

Subtitle: Data Visualization & Business
Insights

Made By - Harshita Arya

Tool used - Power BI





Project Objective

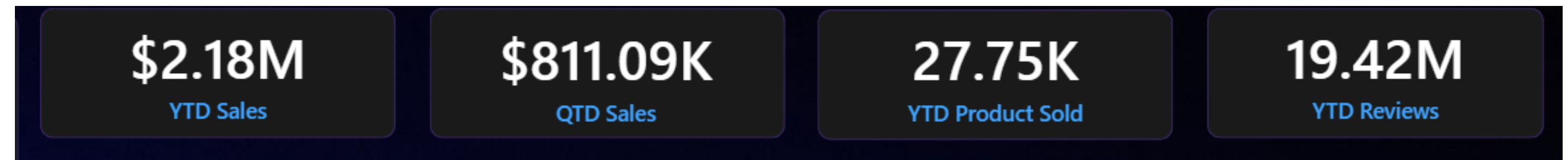
To create a dynamic Power BI dashboard for analyzing Amazon sales data, uncover key trends and business insights, and provide data-driven recommendations to improve decision-making.

Dashboard Overview

This dashboard visualizes key KPIs such as YTD Sales, QTD Sales, Products Sold, Top Categories, Product Trends, and Reviews.



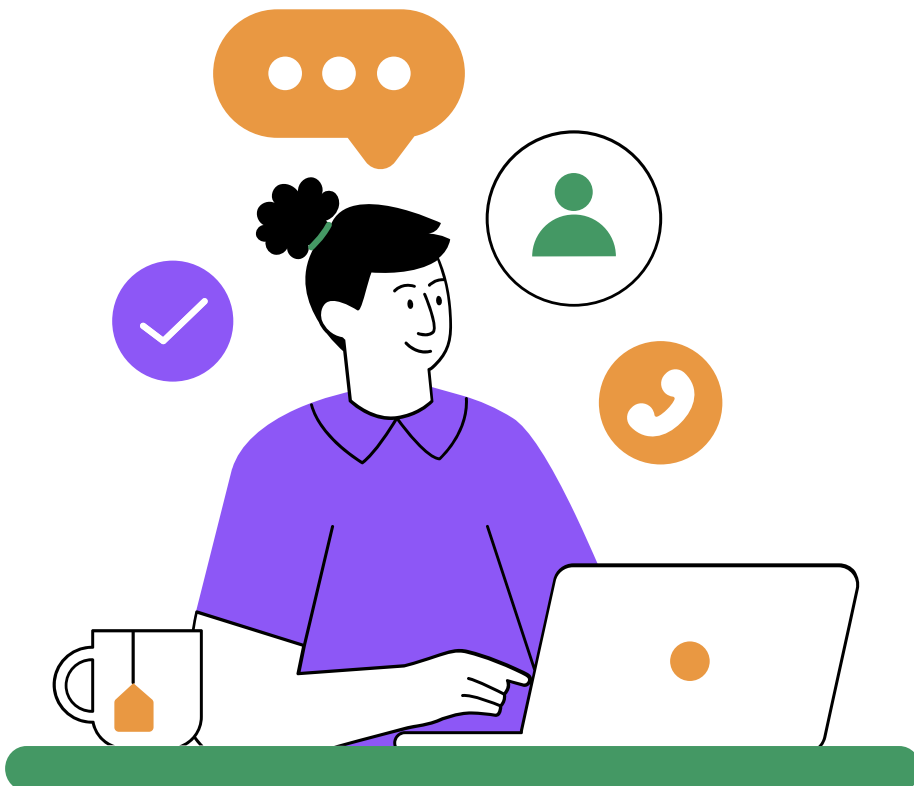
Key Performance Indicators (KPIs)



KPIs Tracked -

- 💰 YTD Sales: \$2.18M
- 📊 QTD Sales: \$811.09K
- 📦 YTD Products Sold: 27.75K
- ★ YTD Reviews: 19.42M

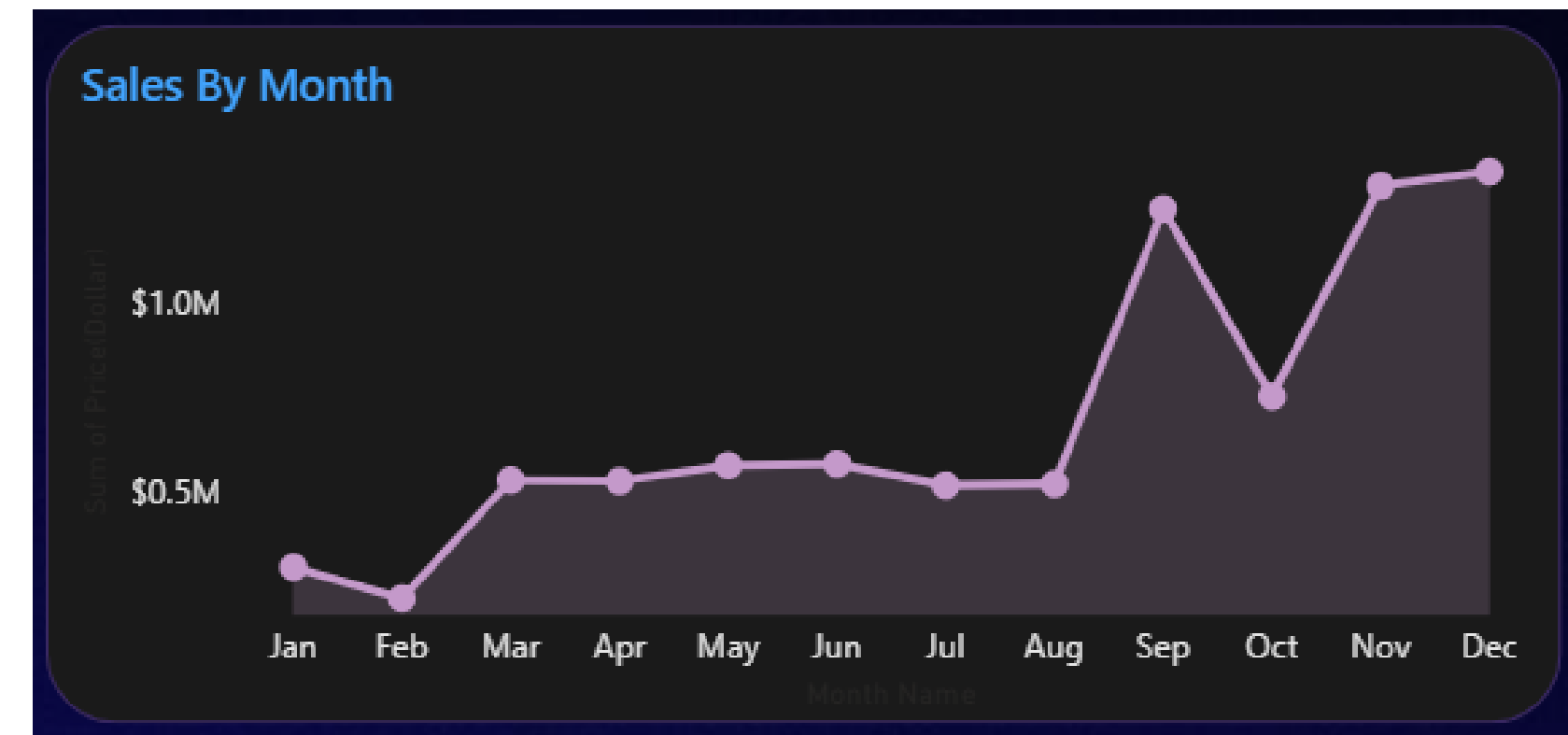
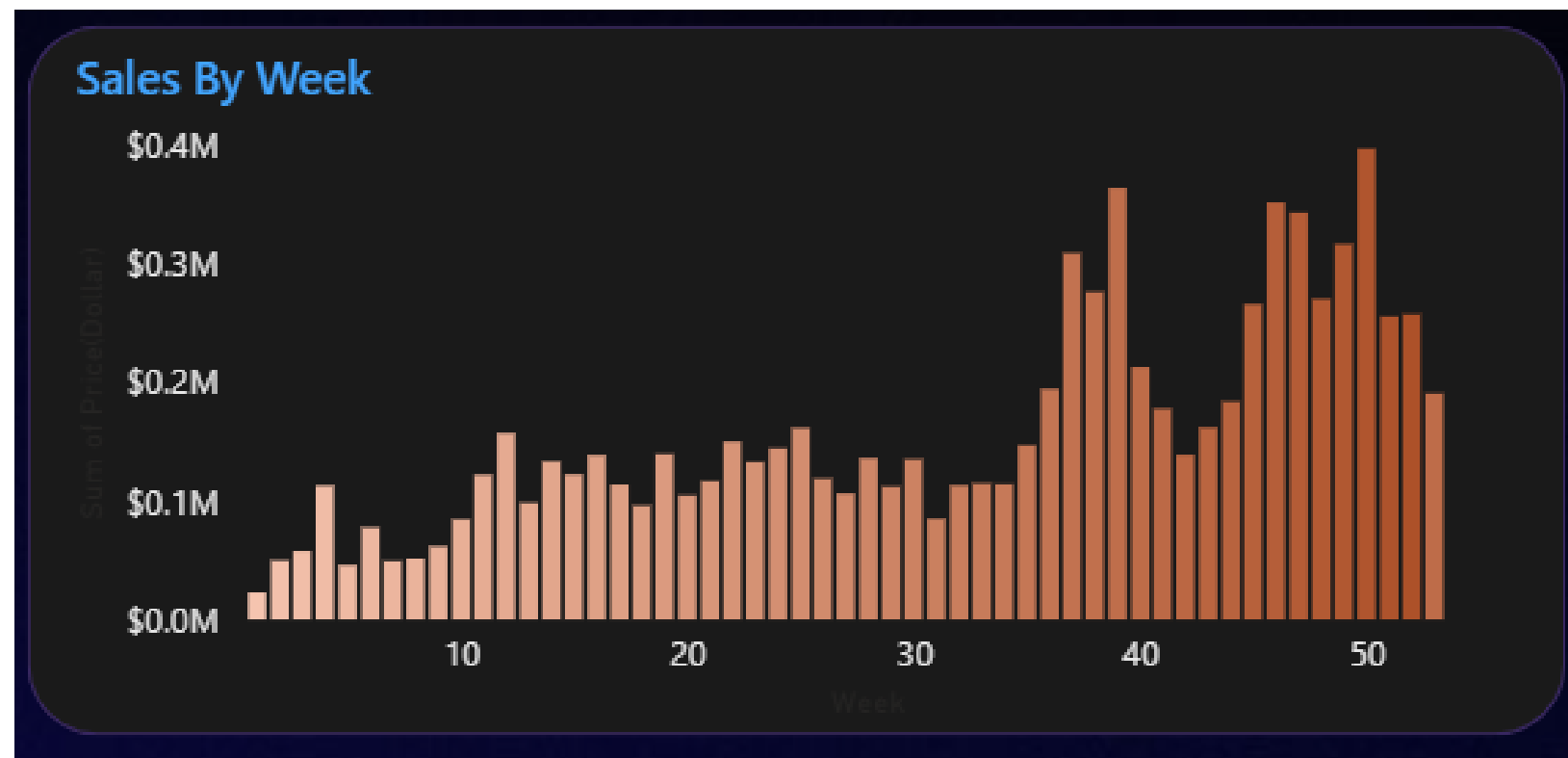
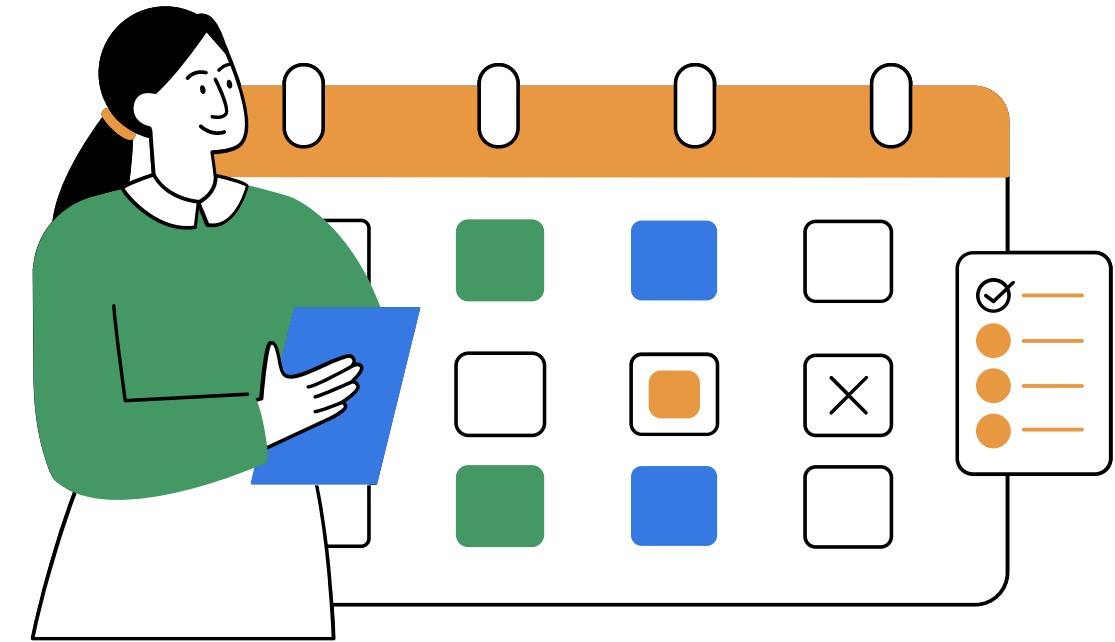
These KPIs give an overview of performance to date and allow tracking of quarterly growth and customer engagement.



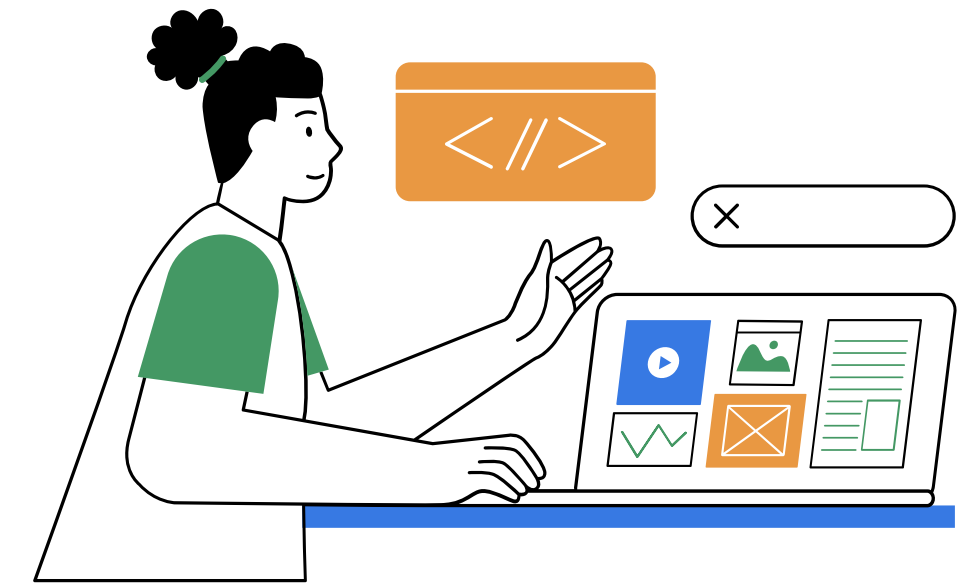
Sales Trends

Insights

- September, November, and December saw the highest monthly sales.
- Sales peaked in the final quarter, indicating strong holiday-driven performance.
- Weekly sales show steady growth toward year-end.



Category Wise Sales



Category Sales Breakdown (% of YTD Sales)

- Men Shoes: 43.18%
- Camera: 22.62%
- Men Clothes: 16.42%
- Car Accessories: 10.90%
- Mobile & Accessories: 1.80%
- Toys: 5.09%

Observation: Men Shoes is the most dominant category; underperforming categories can be reviewed for promotions.

Sales By Product Category

Product Category	YTD Sales	QTD Sales	% YTD Sales ▼
Men Shoes	\$940,266.00	\$325,090	43.18%
Camera	\$492,521.00	\$188,381	22.62%
Men Clothes	\$357,644.00	\$136,700	16.42%
Car Accessories	\$237,290.00	\$91,359	10.90%
Toys	\$110,839.00	\$30,382	5.09%
Mobile & Accessories	\$39,178.00	\$39,178	1.80%
Total	\$2,177,738.00	\$811,090	100.00%

Top Products

Top Products by YTD Sales

- Nikon WiFi Camera – \$34K
- Atomos Ninja V Recorder – \$28K
- Solid Gear Safety Boots – \$27K
- Canal Toys Slime Kit – \$22K
- Vince Camuto Loafers – \$19K

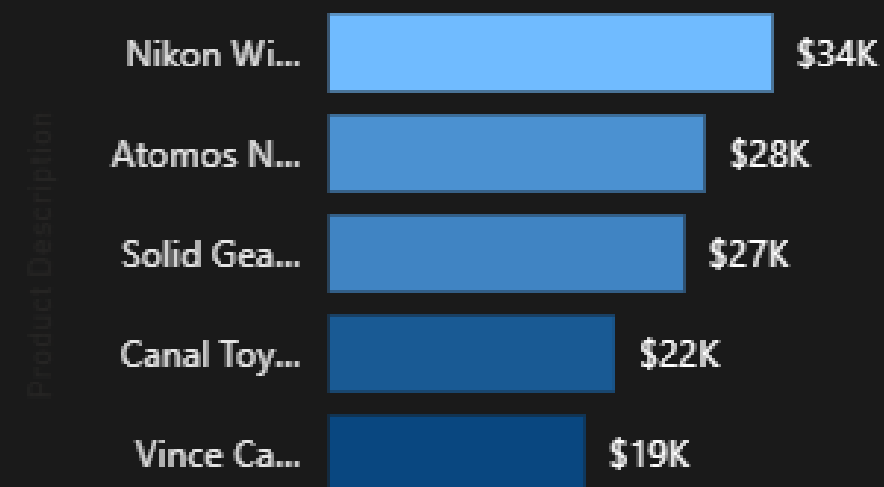
Top Products by Reviews

- SanDisk 128GB Memory Card – 0.40M reviews
- SanDisk 1TB SSD – 0.34M reviews
- SanDisk 64GB – 0.23M reviews
- JETech Screen Protector – 0.16M reviews
- WOLVERINE Shoes – 0.14M reviews

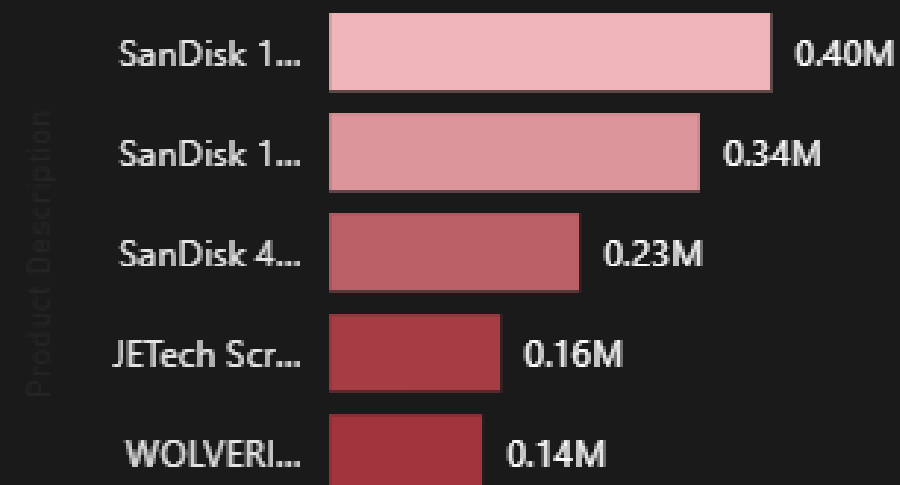
Conclusion

- SanDisk clearly leads in customer volume and product reach, though not in revenue per unit (low price point, high volume).
- Nikon WiFi Camera has a strong revenue impact but isn't in the top 5 for reviews — suggesting fewer but higher-value purchases.
- Some products (e.g., Canal Toys) show strong sales without proportional review volume, which might indicate a need for post-sale engagement efforts.

Top 5 Products by YTD Sales



Top 5 Products by YTD Reviews



Key Insights

● Top Performers

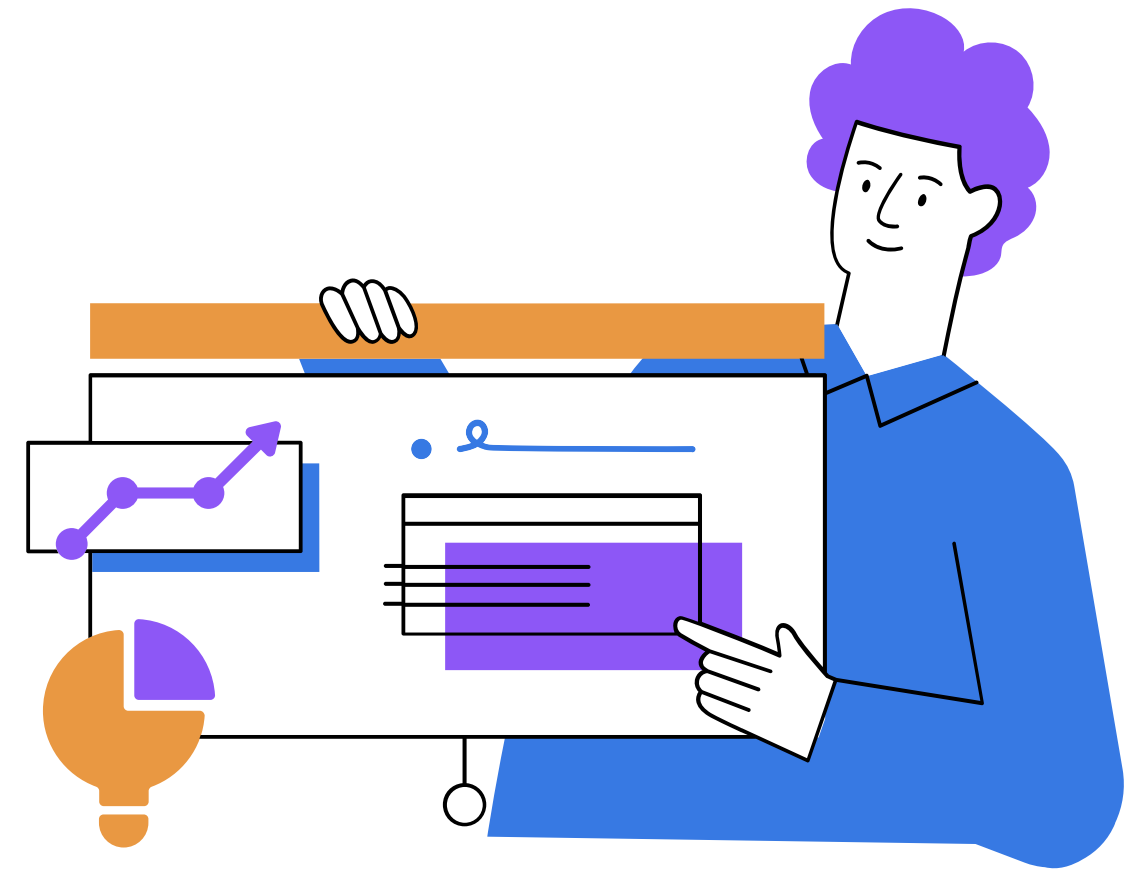
- Men Shoes is the highest revenue-generating category — 43.18% of YTD sales.
- Camera (22.62%) and Men Clothes (16.42%) follow as strong contributors.
- Nikon WiFi Camera leads individual product sales with over \$34K in revenue.
- SanDisk 128GB has the highest number of reviews — over \$0.40M, indicating strong user engagement.

📈 Sales Trends

- Q4 (September–December) shows a strong upward trend, with peaks in:
 - September
 - November
 - December
- This suggests increased consumer activity during holiday seasons and year-end promotions.

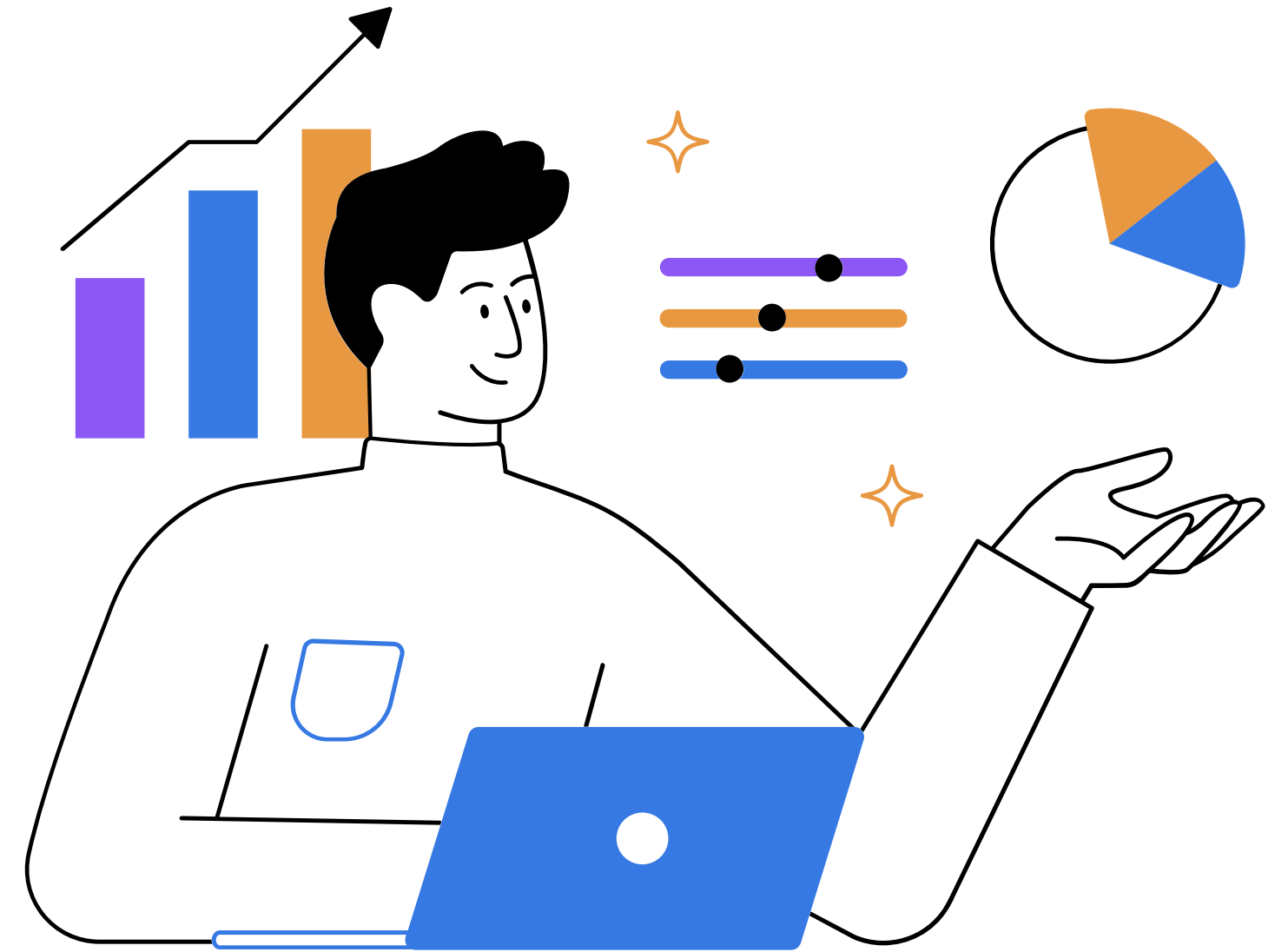
● Areas for Improvement

- Mobile & Accessories underperforms at only 1.80% of total sales.
- Toys & Games also contribute minimally — need strategic reassessment or bundling campaigns.



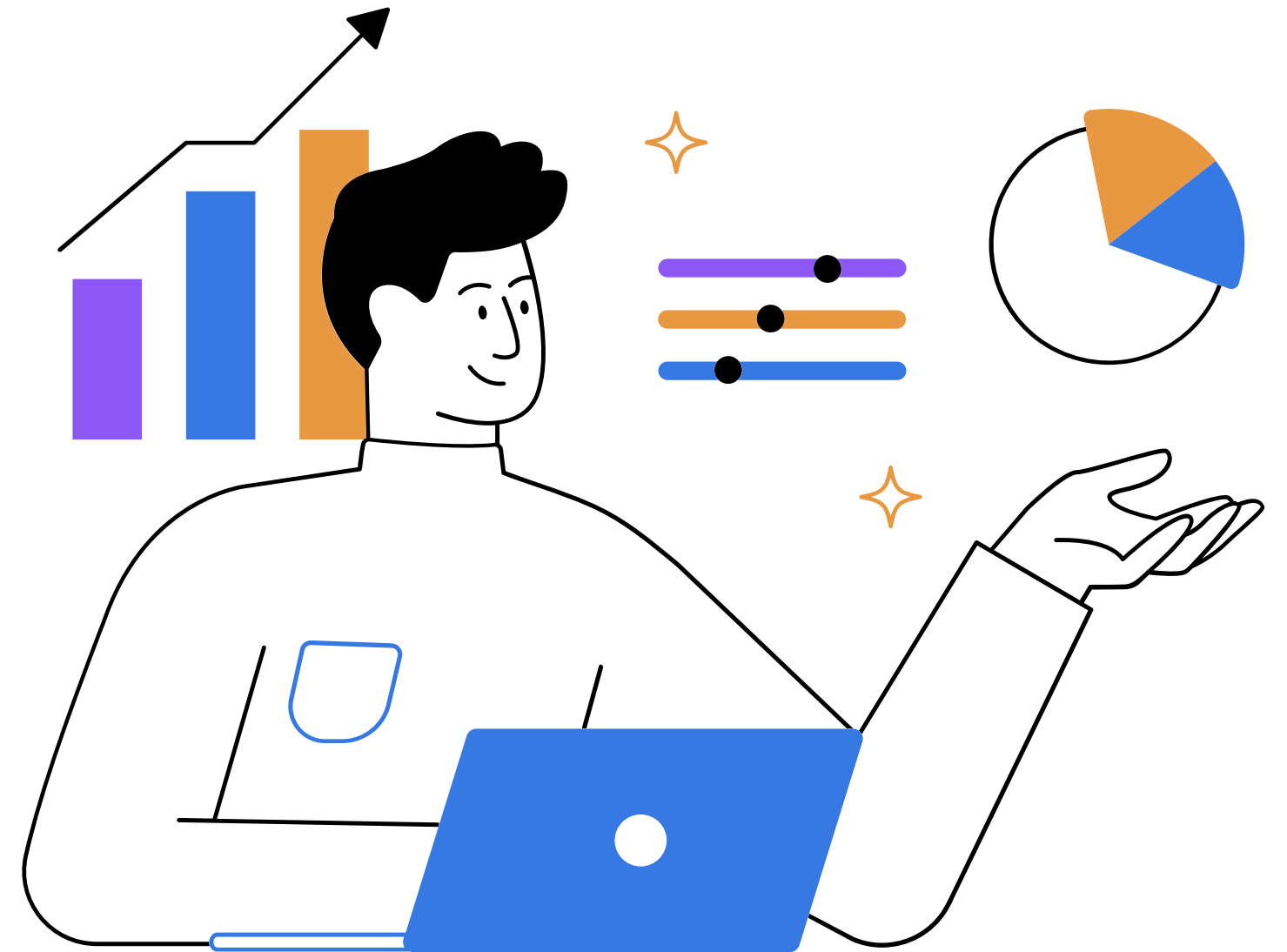
Business Recommendations

- ◆ Run Q4 promotions earlier to leverage peak sales trends.
- ◆ Focus marketing on highly reviewed products to boost conversions.
- ◆ Reevaluate or bundle low-performing categories to increase traction.
- ◆ Consider expanding inventory of Men Shoes and Camera categories.



Conclusion

The Power BI dashboard enabled a clear visualization of Amazon products performance. With actionable insights and strategic recommendations, this project showcases how data storytelling can guide business decisions and drive growth.



Thank You

