

Amazone Sales Analysis

Dashboard

Main Objectives

Primary Business Objective: To optimize Amazon product sales performance through comprehensive data-driven insights and strategic decision-making support.

Specific Objectives:

1. **Revenue Tracking & Forecasting** - Monitor YTD sales performance (\$357.64K) against quarterly targets (\$136.7K) to ensure consistent growth trajectory.
2. **Product Portfolio Optimization** - Analyze the performance of 6.76K products to identify top performers, underperformers, and opportunities for portfolio expansion or reduction.
3. **Temporal Sales Pattern Analysis** - Understand monthly and weekly sales trends to optimize inventory management, marketing campaigns, and seasonal planning
4. **Category Performance Management** - Evaluate Men's Clothes category performance (currently 100% of sales) and explore diversification opportunities
5. **Customer Engagement Insights** - Leverage 2.50M YTD reviews to understand customer satisfaction and product reception.
6. **Strategic Product Focus** - Identify and prioritize top-performing products (like Vertx Cuban, Joseph Abboud) for increased investment and marketing efforts.

Problem Statement

Core Challenge: The business currently faces limited diversification risk with 100% dependency on the Men's Clothes category, while managing a large product portfolio (6.76K products) that shows significant performance disparities among individual items.

Key Problems to Address:

1. **Portfolio Concentration Risk** - Complete reliance on a single product category creates vulnerability to market fluctuations and seasonal demand changes
2. **Product Performance Gaps** - Wide variation in individual product sales (from \$6.6K to \$7.3K in top performers) suggests inefficient resource allocation and potential underperforming inventory
3. **Sales Momentum Sustainability** - Need to maintain the strong growth trajectory shown from October to December and translate it into consistent weekly performance
4. **Data-Driven Decision Making** - Lack of integrated insights combining sales data with review metrics to optimize product selection and customer satisfaction simultaneously

This dashboard serves as the foundation for addressing these challenges by providing real-time visibility into sales performance, enabling proactive decision-making, and supporting strategic planning for sustainable growth and diversification.

