Amazon Sales Analytics Project

This project demonstrates an end-to-end data analytics workflow using Python, Julius AI, and Power BI. The dataset was sourced from Kaggle, cleaned with Julius AI, explored with Python, and visualized with Power BI. The aim was to transform raw e-commerce data into actionable business insights.

■ *Project Workflow*

- Fetched Amazon sales dataset from Kaggle using Python.
- Performed data cleaning and preprocessing with Julius AI.
- Conducted exploratory data analysis (EDA) using Python.
- Built an interactive Power BI dashboard with dynamic slicers, ranking, and KPIs.

■ *Key Insights*

- Top N dynamic slicer revealed best-selling and underperforming products.
- Seasonality trends in sales identified peak periods for specific categories.
- Custom DAX measures enabled ranking, KPIs, and dynamic titles for reporting.
- Dashboard design improved usability with drill-through and filter interactions.

■ *Tools & Technologies*

- Python (Kaggle API, Data Exploration)
- Julius AI (Data Cleaning & Preprocessing)
- Power BI (Modeling, DAX, Interactive Dashboards)
- Kaggle (Data Source)

■ *Project Outcome*

The project provided clear visibility into top-performing products, seasonal trends, and underperforming categories. It enabled stakeholders to make informed decisions through interactive dashboards and showcased an end-to-end pipeline from raw data to actionable insights.