



AMAZON SALES DASHBOARD

UNIFIED MENTOR INTERNSHIP

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INTRODUCTION

In today's competitive business environment, Amazon's Sales Management team plays a vital role in driving the company's success. As an e-commerce giant, Amazon faces constant pressure to innovate its distribution methods, reduce costs, and increase profits. The importance of effective sales strategies has never been greater, as they directly impact revenue generation and operational efficiency. By optimizing sales processes and adapting to market demands, Amazon's Sales Management team helps the company stay ahead of competitors while ensuring customer satisfaction and long-term profitability.

DETAILS OF DATA

ETL on Amazon Dataset: Extracted, transformed, and loaded sales data for analysis.

Sales Trend Analysis: Analyzed month-wise, year-wise, and yearly month-wise sales trends to identify patterns.

Identified KPIs & Relationships: Found key performance indicators (KPIs) and explored relationships between attributes to gain insights.

Sales Management Focus: Highlighted sales management as a key factor for business success.

Power BI Dashboard: Created a dynamic Power BI dashboard with various visualizations (charts, maps, slicers) for clear, interactive data presentation.

Insights Gained: Uncovered insights on sales trends, unit sales correlations, regional performance, and order priorities.

Strategic Decisions: Enabled data-driven decisions for sales strategies, inventory management, and resource allocation.



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DASHBOARD

AMAZON SALES DASHBOARD

Region

 Asia

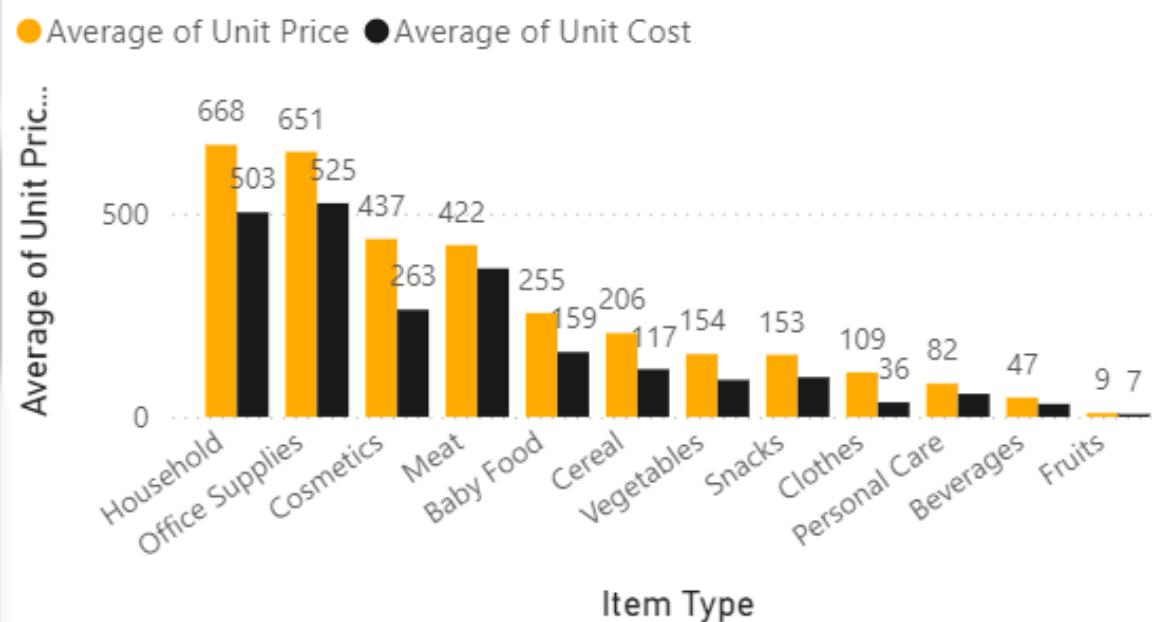
Year

 2010 2017

Item Type

 Baby Food
 Beverages
 Cereal

Average Unit Price and Cost per Item Type



44.17M

Total Profit

513K

Sum of Units Sold

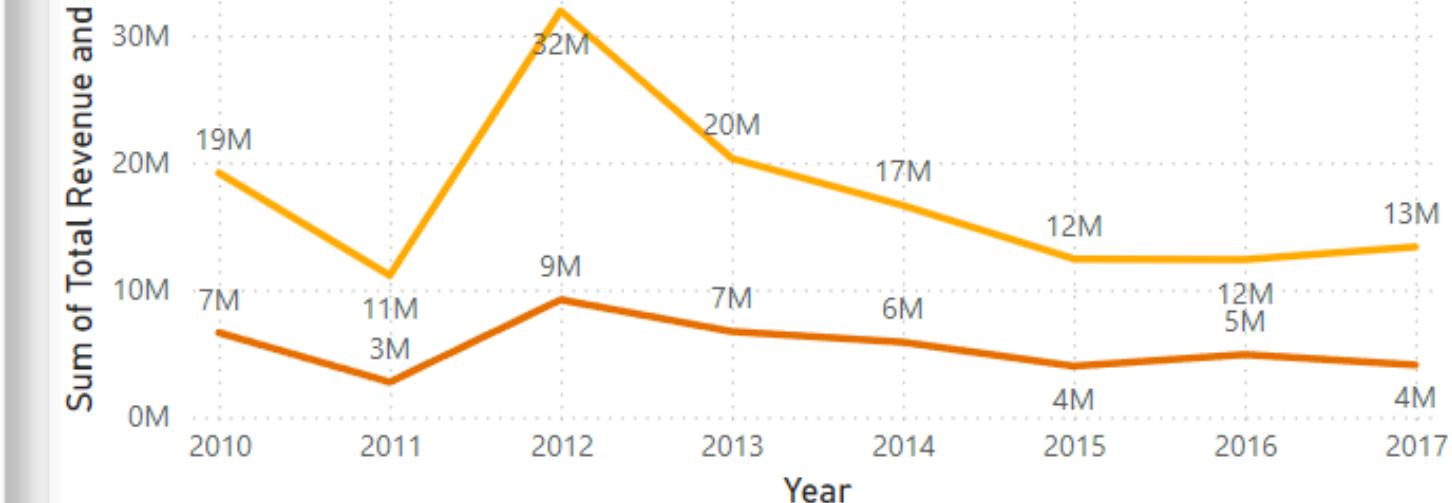
137.35M

Total Revenue

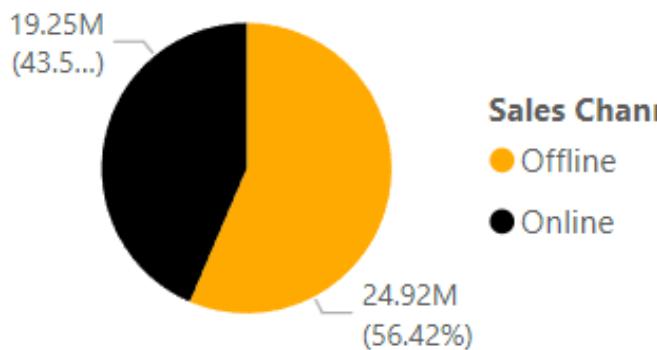
Total Revenue and Profit by Year

Sum of Total Revenue ...

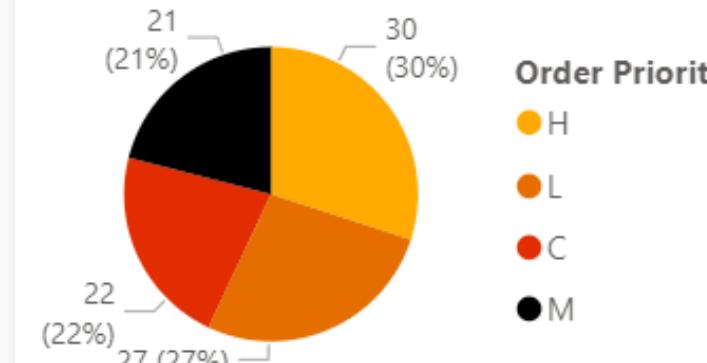
Sum of Total Profit ...



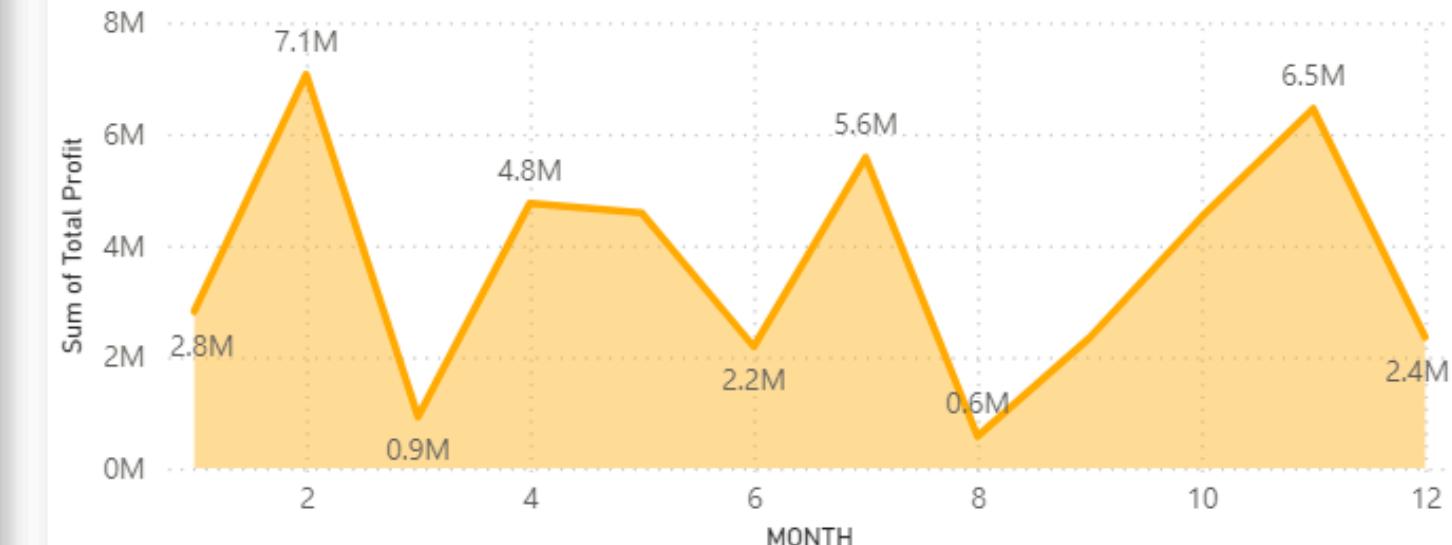
Total Profit by Sales Channel

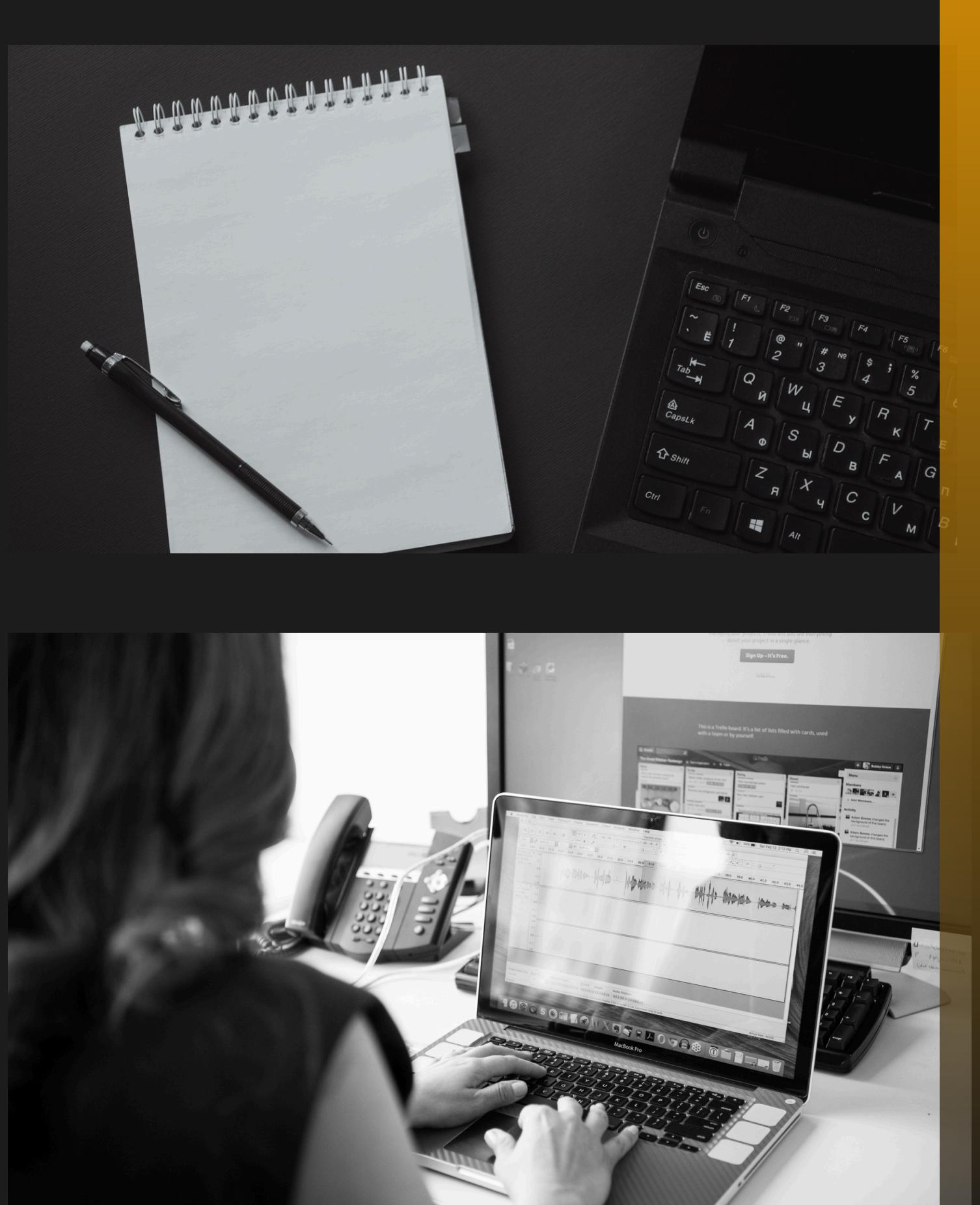


Count of Item Type by Order Priority



Total Profit by Month





INSIGHTS

Strong Overall Performance: High total revenue, profit, and units sold.

Dominant Online Sales: Online channel significantly outperforms offline.

Regional Focus: Data primarily focusing on the regions.

Strengthen Online Presence:Trends: Further invest in online sales channels.

Year-over-Year Fluctuations: Revenue and profit show variability over time.

Leverage Seasonal Patterns: Capitalize on peak sales periods.

DASHBOARD

 **AMAZON SALES DASHBOARD**

Region

- Middle East and ...
- North America
- Sub-Saharan Afr...

Year

- 2010
- 2017

Item Type

- Baby Food
- Beverages
- Cereal
- Clothes
- Cosmetics
- Fruits
- Household
- Meat
- Office Supplies
- Personal Care
- Snacks
- Vegetables

Total Revenue by Country



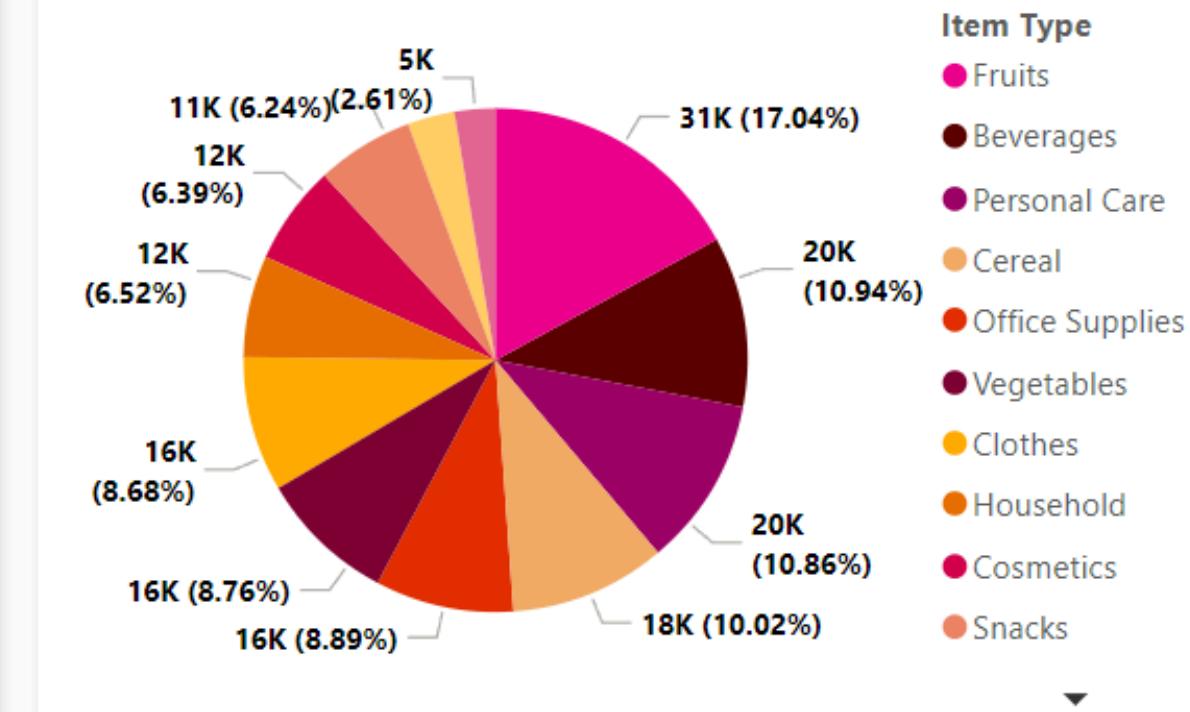
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12.18M
Sum of Total Profit

183K
Sum of Units Sold

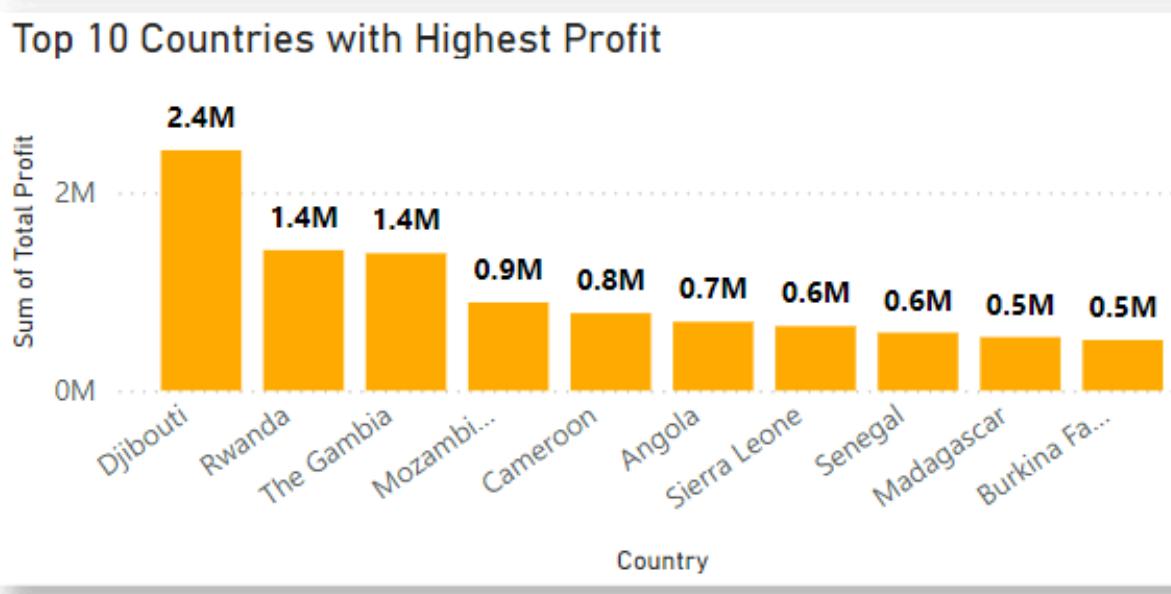
39.67M
Sum of Total Revenue

Total Units Sold by Item Type



Item Type	Sum of Units Sold	Percentage
Fruits	31K	(17.04%)
Beverages	20K	(10.94%)
Personal Care	16K	(8.68%)
Cereal	16K	(8.76%)
Office Supplies	16K	(8.89%)
Vegetables	12K	(6.52%)
Clothes	12K	(6.39%)
Household	5K	(2.61%)
Cosmetics	10K	(5.39%)
Snacks	18K	(10.02%)

Top 10 Countries with Highest Profit



Country	Sum of Total Profit
Djibouti	2.4M
Rwanda	1.4M
The Gambia	1.4M
Mozambi...	0.9M
Cameroon	0.8M
Angola	0.7M
Sierra Leone	0.6M
Senegal	0.6M
Madagascar	0.5M
Burkina Fa...	0.5M

Item Type	Average of Unit Cost	Sum of Units Sold	Sum of Total Profit
a Baby Food	159.42	5559	5,32,885.74
a Beverages	31.79	20000	3,13,200.00
a Cereal	117.11	18328	16,23,677.52
a Clothes	35.84	15880	11,66,227.20
a Cosmetics	263.33	11692	20,32,888.04
a Fruits	6.92	31167	75,112.47
a Household	502.54	11924	19,76,164.52
a Meat	364.69	4767	2,72,672.40
Sub-Grand Total	183.68	182870	1,21,83,211.40



INSIGHTS

Target High-Potential Regions: Focus on regions with high growth potential.

Product Diversity: Wide range of product categories, with cosmetics and electronics potentially being top performers.

Top-Performing Countries: Identify countries with the highest profit margins.

Product-Level Analysis: Detailed insights into the performance of individual product categories.

Tailor Marketing Strategies: Adjust marketing efforts to specific regions and demographics.

Monitor Inventory Levels: Ensure sufficient stock to meet demand, especially for top-selling products.

Thank You

