AMAZON SALES ANALYSIS

OBJECTIVE

The Amazon sales report aims to analyze real-world sales data to uncover key business insights, trends, and performance metrics. Using Microsoft Power Bi, the dashboard provides a comprehensive view of sales performance, customer behavior, and revenue trends to support data- driven decision making.

KEY KPI'S

- Total sales revenue- Tracks overall revenue generated over different time periods, which is 11.67M.
- Order value- Measures the number of order placed, helping understand sales trends, which is 18K
- Top selling product- Identifies the best performing products by revenue and sales volume, which is T-shirts.
- Customer segmentation- Analyzes purchases based on demographics, location, and buying patterns, which is Maharashtra and Bengaluru city.

THANK YOU