

Amazon Order and Sales Report

Order Report

Problem statements

KPI'S Requirements

Total Sales Analysis:

- ❖ Calculate the total sales for each respective month.
- ❖ Determine the month-on-month increase or decrease in sales.
- ❖ Calculate the difference in sales between the selected month and the previous month.

Total Orders Analysis:

- ❖ Calculate the total number of orders for each respective month.
- ❖ Determine the month-on-month increase or decrease in the number of orders.
- ❖ Calculate the difference in the number of orders between the selected month and the previous month.

Cancel Orders Analysis:

- ❖ Calculate the cancel orders for each respective month.
- ❖ Determine the month-on-month increase or decrease in sales.

Calendar Heat Map:

- ❖ Implement a calendar heat map that dynamically adjusts based on the selected month from a slicer.
- ❖ Each day on the calendar will be color-coded to represent sales volume, with darker shades indicating high sales
- ❖ Implement tooltips to display detailed metrics (Sales, Orders, Cancel Orders) when hovering over a specific day.

Charts Requirements

Daily Orders Analysis with Average Line:

- ❖ Display daily orders for the selected month with a line chart.
- ❖ Incorporate an average line on the chart to represent the average daily orders.
- ❖ Highlight bars exceeding or falling below the average sales to identify exceptional orders days.

Orders Analysis by Courier Status:

- ❖ Calculate the percentage of courier status which is shipped , unshipped, cancelled.

Top 5 City's by Orders:

- ❖ Identify and display the top 5 City's based on orders volume.
- ❖ Allow users to quickly visualize the best-performing City's in terms of orders.

Top 5 Categories by Orders:

- ❖ Identify and display the top 5 Categories based on orders volume.
- ❖ Allow users to quickly visualize the best-performing Categories in terms of orders.

Top Weeks by Orders:

- ❖ Identify and display the top weeks based on orders volume.

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Sales Analysis by Vendor Sales:

- ❖ Calculate the percentage of Sales of each vendor like Merchant, Amazon.

Top 5 City's by Sales:

- ❖ Identify and display the top 5 City's based on Sales volume.
- ❖ Allow users to quickly visualize the best-performing City's in terms of sales.

Top 5 City's by States:

- ❖ Identify and display the top 5 City's based on states volume.
- ❖ Allow users to quickly visualize the best-performing states in terms of sales.

Group of Customers

- ❖ Identify the customer and group by their perches.
- ❖ Group by customer their amount 1000 is low, 2000 is mid, above 2000 is high.
- ❖ Calculate the percentage of group of customers of like Low, Mid, High