

## Storytelling: Amazon Sales Dashboard Journey

### 🔍 The Challenge

As Amazon continues to grow as a marketplace, understanding **how products perform**, **how customers behave**, and **where business bottlenecks occur** is critical. However, decision-makers often lack a **centralized, visual, and interactive** way to analyze this information.

The goal of this project was to build a **dashboard solution** that transforms raw Amazon sales data into clear, actionable insights.

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### The Solution

We created a **multi-page Power BI dashboard** structured around three core business areas:

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### Page 2 – Sales Report: Tracking the Pulse of Business

This page focuses on the **big picture**:




-  **Sales trends over time** reveal seasonal patterns and growth
-  **Regional sales** uncover strong-performing markets
-  **Fulfilment breakdowns** identify operational strengths and gaps

💡 This empowers leadership to make **data-backed decisions** quickly — whether to scale promotions, shift strategies, or forecast inventory.

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### Page 3 – Customer Analysis: Knowing Our Audience

This page tells the story of the customer:




-  **Sales by region and city** highlight demand concentrations
-  **Delivery status analysis** helps monitor **customer satisfaction**
-  Metrics like **pending orders** signal **pain points** in operations

💡 By understanding **who buys**, **where they buy**, and **what issues they face**, business teams can improve customer service and retention strategies.

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### Page 4 – Product Analysis: Discovering What Sells

Here, we dig into the catalogue:

-  **Top categories and SKUs** show where revenue is coming from
-  **Sales by size and style** offer product mix intelligence
-  A granular view shows which items are most popular — and which may need support

💡 This helps product managers and marketing teams focus on **high-performing items**, optimize inventory, and plan campaigns around **proven winners**.

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### The Outcome

This dashboard doesn't just report numbers — it **tells the story of your business**:

- How sales evolve,
- What your customers experience,
- And what products lead the way.

With intuitive visuals, KPIs, and filters, business stakeholders now have a **real-time, decision-ready view** of Amazon performance — all in one place.