

# AMAZON SALES ANALYSIS

## Slide 1 — TITLE

**Title:** Amazon Sales Dashboard — Exploratory Analysis

**Subtitle:** Sales performance by Category, Shipping status and State

**Author:** Kumar Saripalli

**Dataset:** Amazon sales dataset (Kaggle) — {date range}

**Tools:** Power BI / Tableau

**Footer:** Exported on {export date}

**Speaker notes:** One sentence summary: “This dashboard summarizes product category performance, shipping status distribution, and category-level sales across states to surface where revenue is concentrated and where operational bottlenecks (shipping) appear.”

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## Slide 2 — Objective & Scope

**Title:** Objective & Scope

**Content (bullets):**

- **Objective:** Provide actionable business insights from Amazon sales data.
- **Scope:**
  - KPI cards: Total categories, Total orders (or Total sales count), Total sales amount.
  - Charts: Sales by category (donut), Shipping by status (stacked bar), Category by state (clustered column).
- Time period: {start date} — {end date}
- Filters applied: {e.g., completed orders only / exclude refunds / only product orders}

**Speaker notes:** Clarify assumptions like whether refunds/returns are excluded and how shipping statuses are defined.

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## Slide 3 — Data Summary

**Title:** Dataset Summary

**Content (table or bullets):**

- Rows (orders): {# orders}

- Unique categories: {# categories}
- Unique states: {# states}
- Key fields used: OrderID, Category, SalesAmount, ShippingStatus, State, OrderDate, Quantity

**Speaker notes:** Mention any cleaning steps: removed nulls, standardized category names, aggregated multiple SKUs into category-level sales, converted currency if needed.

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## Slide 4 — KPI Snapshot

**Title:** KPI Snapshot

**Visual:** Show your three cards (centered):

- **Total Categories:** {value}
- **Total Sales (orders):** {value}
- **Total Sales Amount (₹ / \$):** {value}

**Text under cards (1–2 lines):**

- Quick takeaway: e.g., “{Category X} is largest category by revenue. Total orders are {value}, with average order value of {calculated value}.”

**Speaker notes:** Explain calculations:

- Total Sales Amount =  $\text{SUM}(\text{SalesAmount})$
- Total Sales (orders) =  $\text{COUNTDISTINCT}(\text{OrderID})$  or  $\text{SUM}(\text{Quantity})$  depending on what you show
- Total Categories =  $\text{COUNTDISTINCT}(\text{Category})$

**Formatting tips:** Use large numeral fonts, one accent color for the primary KPI, subtle gray for labels. Add small trend arrow ( $\uparrow/\downarrow$ ) if you have period-over-period.



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## Slide 5 — Chart 1: Donut Chart — Sales by Category

**Title:** Sales by Category — Donut Chart

**Subtitle / One-liner:** “Shows each category’s share of total revenue.”

### How to read it:

- Each slice = category revenue as a percentage of total sales amount.
- Slice size indicates contribution; center label shows total sales amount.

### Key things to call out (example copy):

- Top 1–2 categories contribute {X%} of revenue — indicates concentration risk.
- Long tail of smaller categories collectively contributes {Y%} — opportunity to bundle/promote.
- If one category dominates >40% — recommend diversification or targeted supply chain focus.

### Speaker notes / Talking points:

- “Category A accounts for {X%} of total revenue, followed by Category B at {Y%}. Together they represent {X+Y%} of sales — which suggests marketing and inventory should prioritize these categories.”
- Mention any anomalies (e.g., small category with unexpectedly high revenue).

### Formatting tips:

- Use 4–6 colors max. Emphasize top category with an accent color and fade others. Show percentage and revenue labels for the top 3 slices only to avoid clutter. Provide a legend with category names and absolute values.

### Suggested actionables:

- Investigate supply and margin on top categories.
- Create targeted promotions for high-margin smaller categories.



## Slide 6 — Chart 2: Stacked Bar Chart — Shipping by Status

**Title:** Shipping Status Distribution (Stacked Bar)

**Subtitle / One-liner:** “How orders are distributed across shipping statuses (Delivered, Pending, Returned, Cancelled, etc.)”

### **How to read it:**

- X-axis: {Time / Category / State — whichever you used}.
- Y-axis: Count of orders (or percentage).
- Each bar is split by shipping status segments.

### **Key things to call out (example copy):**

- High share of Delivered indicates operational strength.
- Noticeable Pending or Delayed segments in {period or state} — potential logistics bottleneck.
- Returned and Cancelled segments indicate product/quality or fulfillment issues.

### **Speaker notes / Talking points:**

- “Returned orders are {value}% of total — investigate top-returned SKUs and reasons (size, quality, mismatch).”
- If Pending spikes on particular dates: “These align with promotional days — consider scaling logistics.”

### **Formatting tips:**

- Use a consistent color palette for statuses across the presentation (e.g., Delivered = green/accent, Pending = amber, Returned = red).
- Add data labels only for segments >5% to avoid clutter. Consider showing bars as 100% stacked to highlight distribution rather than volume.

### **Suggested actionables:**

- Investigate root cause of returns/cancellations.
- Improve communication or SLA on delayed shipments.
- Consider leading-time adjustments for states with chronic delays.

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## **Slide 7 — Chart 3: Clustered Column Chart — Category by State**

**Title:** Category Sales by State — Clustered Column Chart

**Subtitle / One-liner:** “Compares category revenue across states to identify geographic strength and under-penetration.”

### **How to read it:**

- X-axis: States (grouped).
- Within each state group: columns for each category (or top categories).

- Y-axis: Sales amount.

### Key things to call out (example copy):

- State A shows strong sales across multiple categories — a mature market.
- State B has strong sales in Category X but weak presence in Category Y — targeted growth opportunity.
- Consider normalizing by population or GDP if you want per-capita insights.

### Speaker notes / Talking points:

- “Category X drives most revenue in State A, while Category Y underperforms in State B despite similar population — suggests distribution or marketing gap.”
- If clusters are too many, show top 3 categories only per state or split state groups into regions.

### Formatting tips:

- Keep axis labels rotated if space-constrained. Use consistent color per category across all slides. Use a small margin and gridlines off to reduce clutter. Consider using sorting (states by total revenue) for clearer story flow.

### Suggested actionable:

- Expand inventory and promotions in states where category shows traction.
- Pilot localized marketing in underperforming states.

