

Amazon Sales Analysis Dashboard (Power BI)

A fully interactive Power BI dashboard designed to analyze Amazon product sales, category performance, and customer review patterns. This project provides rich data insights using KPIs, trend visualizations, and category-level comparisons.

Project Overview

This project focuses on converting raw Amazon product sales data into insightful visual analytics. The dashboard helps users understand business performance through YTD, QTD, and category-based analysis.

Key Highlights

- KPI Cards:

- * YTD Sales: \$2.18M
- * QTD Sales: \$811K
- * Products Sold: 27.75K
- * YTD Reviews: 19.42M

- Sales Trend Visuals:

- * Monthly Sales Line Chart
- * Weekly Sales Column Chart

- Product Category Analysis includes:

- * Men Shoes
- * Cameras
- * Men Clothes
- * Car Accessories
- * Toys

- Top Product Insights:

- * Top 5 Products by YTD Sales

* Top 5 Products by YTD Reviews

Tools & Technologies

- Power BI Desktop
- Power Query
- DAX
- Excel/CSV dataset

How to Use

1. Download the .pbix file
2. Open in Power BI Desktop
3. Refresh the dataset if needed
4. Explore using Category and Quarter filters

Contact

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