

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

Kundan Kumar