

E-commerce Product and Order Insights Dashboard(Amazon)

Project Description:

The **E commerce Product and Order Insights Dashboard** is a comprehensive data visualization tool developed using Power BI to provide in-depth analysis and insights into Amazon sales, product performance, and order management. This project is designed to assist Amazon sellers and stakeholders in making data-driven decisions to optimize sales strategies, manage inventory, and enhance fulfillment processes.

Key Features:

1. Overview Section:

- **Sales Metrics:** Displays total and filtered sales, along with seller count, offering a quick snapshot of the overall business performance.
- **Sales Distribution:** Visualizations showing sales by state and city, helping identify high-performing regions and potential market opportunities.
- **Order Status Tracking:** A dynamic filter panel allows users to track orders by various statuses such as shipped, delivered, and returned, providing real-time insights into order fulfillment.

2. Products Section:

- **Product Grid:** A detailed view of products listed on Amazon, complete with images, product names, and key attributes. Users can easily browse through products and access individual performance data.
- **Sales Analysis:** Each product card features a graph showing sales units over time, enabling users to track trends, identify seasonal variations, and adjust inventory accordingly.
- **Product Tool Tips:** Interactive tooltips provide instant insights when hovering over products, making it easier to get a quick understanding of sales and other metrics without navigating away from the main view.

3. Product View:

- **Detailed Product Analysis:** This section provides an in-depth look at specific products, including sales performance over time and other critical metrics. Users can drill down into individual product data to make informed decisions about stock levels, pricing strategies, and marketing efforts.

Technologies Used:

- **Power BI:** For data visualization and dashboard creation.
- **Data Sources:** Amazon order and product data, including metrics like sales, fulfillment, product categories, and customer locations.

Project Impact:

This dashboard is a powerful tool for Amazon sellers, enabling them to:

- Monitor and optimize sales performance across different regions.
- Manage inventory more effectively by tracking product trends and sales over time.
- Improve customer satisfaction by ensuring timely order fulfillment and delivery.
- Make informed decisions based on real-time data insights, ultimately driving growth and efficiency in their Amazon business.



Search



Overview

Products

Product View



Baby Carriers
BSLINO Unisex Boat Sock...



Bag Organizers
Zomoza Travel Mesh...



Boys Belts
Navaksha Adjustable Kid'...



Boys Boxer Shorts
BODYCARE Boxer for Boy...



Boys Clothing Sets
AJ Dezines kids waistcoat...



Boys Dhotis...
Amirtha Fashion Boys...



Boys Dungarees
Firstclap Denim Solid...



Boys Ethnic Wear
AJ DEZINES Boy's Regula...

Overall Sale

89.08M

Filter Sale

69.31K

Seller Count

18.00

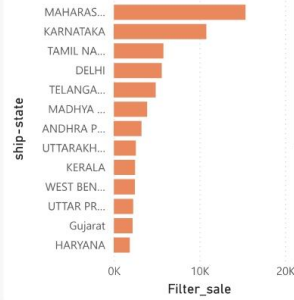
Sales

Units

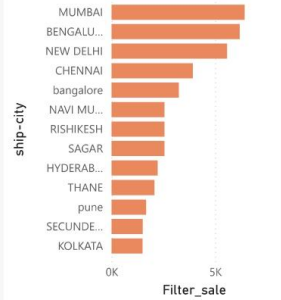
Status

- ☒ Select all
- ☐ Cancelled
- ☐ Pending
- ☐ Shipped
- ☐ Shipped - Delivered to Buyer
- ☐ Shipped - Returned to Seller

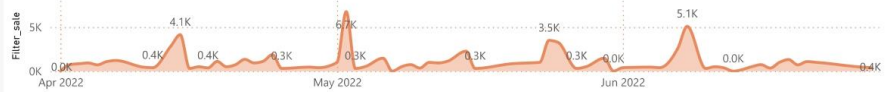
Sale By State



Sale By City



Sale By City



**Baby Carriers**
BSLINO Unisex Boat Sock...**Bag Organizers**
Zomoza Travel Mesh...**Boys Belts**
Navaksha Adjustable Kid'...**Boys Boxer Shorts**
BODYCARE Boxer for Boy...**Boys Clothing Sets**
AJ Dezines kids waistcoat...**Boys Dhotis...**
Amirtha Fashion Boys...**Boys Dungarees**
Firstclap Denim Solid...**Boys Ethnic Wear**
AJ DEZINES Boy's Regula...

Amirtha Fashion Boys...



ANGEL Men's 2 m...



Dhoti Kurta Sherwani |...

FOCIL Boys' Cotton...	
Size	Price
12	₹ 1,200
18	₹ 1,200
24	₹ 1,200
30	₹ 1,200
36	₹ 1,200
42	₹ 1,200
48	₹ 1,200
54	₹ 1,200
60	₹ 1,200
66	₹ 1,200
72	₹ 1,200
78	₹ 1,200
84	₹ 1,200
90	₹ 1,200
96	₹ 1,200
102	₹ 1,200
108	₹ 1,200
114	₹ 1,200
120	₹ 1,200

FOCIL Boys' Cotton...



FOCIL Dhoti Kurta...



FOCIL Festival Season...



FOCIL...



FOCIL Orange Om...



FOCIL White Solid Kurt...



FOCIL Yellow Dhoti...



Search



Overview

Products

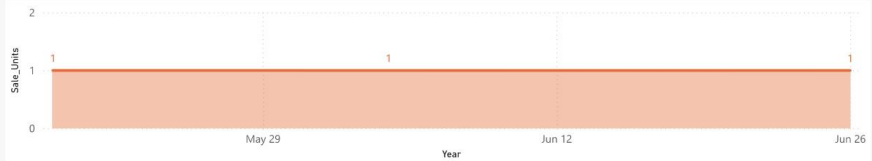
Product View



1 1/2" (38 mm) Fashion Cross Strap Leather Belt

Sale Units	Sale Amount	Reviews
3	12.42K	4

5/12/2022 6/29/2022



ICE ICE Cotton...



"Adventure"...



\$15 Ties Men...



{Free Delivery...



@499 Women...



@499 Women...



{Batteries_Inc...



001 Girls...



0Month• Boys...