**REPORT ON DATA OF AMAZON ORDERS AND DETAILS IN USA.**

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1. Data Collection and Preparation:

a. Data Sources:

- Obtain data from Amazon orders, including details such as order ID, date, product information, customer details, etc.

- Consider using data connectors, APIs, or CSV files for data extraction.

b. Data Cleaning and Transformation:

- Remove duplicates and handle missing values.

- Transform data types, if necessary.

- Create relationships between tables (e.g., orders and products).

2. Data Modeling:

a. Design a Star Schema:

- Create a central fact table (e.g., Orders) and dimension tables (e.g., Products, Customers).

- Establish relationships between tables.

b. Define Measures:

- Create calculated columns and measures for key performance indicators (KPIs) like total sales, average order value, etc.

3. Dashboard Design:

a. Data Visualization:

- Choose appropriate visualizations (e.g., tables, charts, maps) to represent key metrics.

- Utilize Power BI's built-in visuals and customize as needed.

b. Layout and Design:

- Organize visuals logically on the canvas.

- Consider aesthetics, colors, and formatting for a user-friendly experience.

4. Key Metrics and Visualizations:

a. Order Overview:

- Display total orders, revenue, and average order value.

- Use a line chart to show order trends over time.

b. Product Performance:

- Visualize top-selling products, product categories, and their sales distribution.

- Include visuals like bar charts, pie charts, or treemaps.

c. Customer Insights:

- Analyze customer demographics, repeat orders, and customer lifetime value.

- Use visuals such as a customer segmentation pie chart or a scatter plot.

d. Geographical Analysis:

- If applicable, incorporate a map visual to show order distribution by location.

5. Interactivity:

a. Slicers and Filters:

- Add slicers and filters for users to interactively explore the data by date range, product category, etc.

b. Drill-Down Features:

- Implement drill-down functionalities to provide detailed information on specific data points.

6. Performance Optimization:

a. Data Refresh:

- Set up scheduled data refresh to keep the dashboard up-to-date.

b. Indexing and Optimization:

- Optimize data model and queries for better performance.

7. Testing and Deployment:

a. Testing:

- Validate the accuracy of data and functionality.

- Test the dashboard with different scenarios.

b. Deployment:

- Publish the dashboard to the Power BI service.

- Share with stakeholders and set up necessary access permissions.

8. Documentation:

a. User Guide:

- Create a user guide or documentation explaining the dashboard's functionality and usage.

9. Iteration and Maintenance:

a. Feedback and Improvement:

- Gather feedback from users and stakeholders.

- Iterate and improve the dashboard based on feedback.