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The dashboard includes key information such as sales by market, sales by region, profit by customers, profit by products and more. It has been carefully structured to facilitate a wide range of analyses, including sales performance, customer preferences, and regional profit.

The dashboard explore sales patterns over time, identify best-selling products, and evaluate revenue trends across various periods. Additionally, it can be used to gain insights into customer ordering behavior, peak sales times, and regional profit.
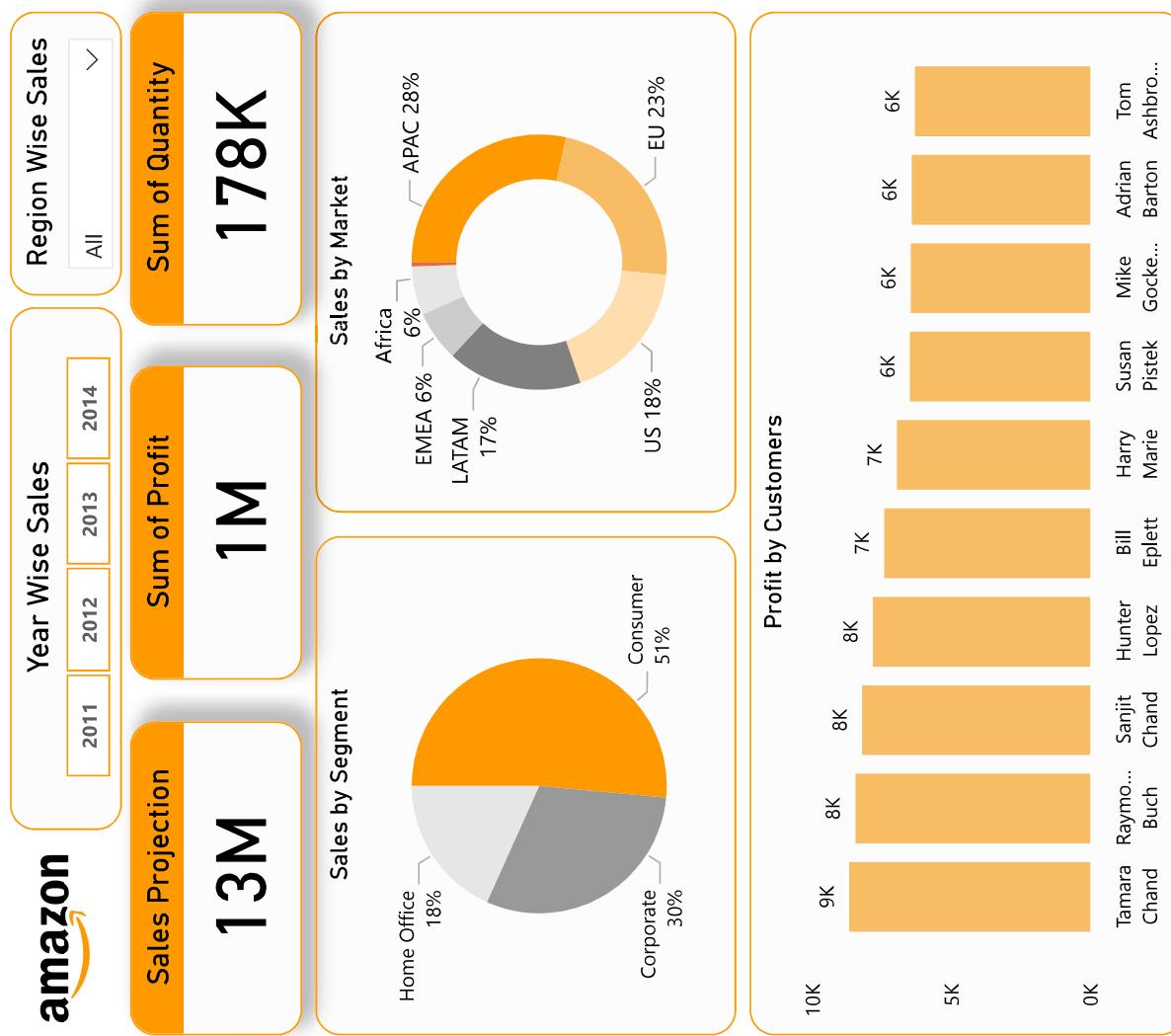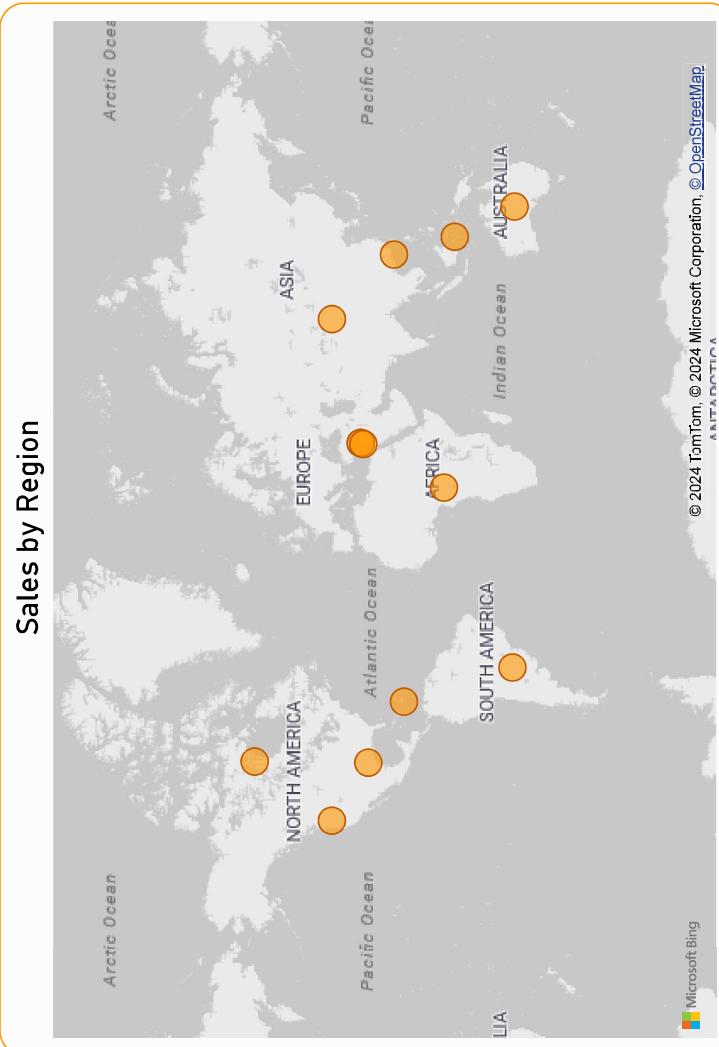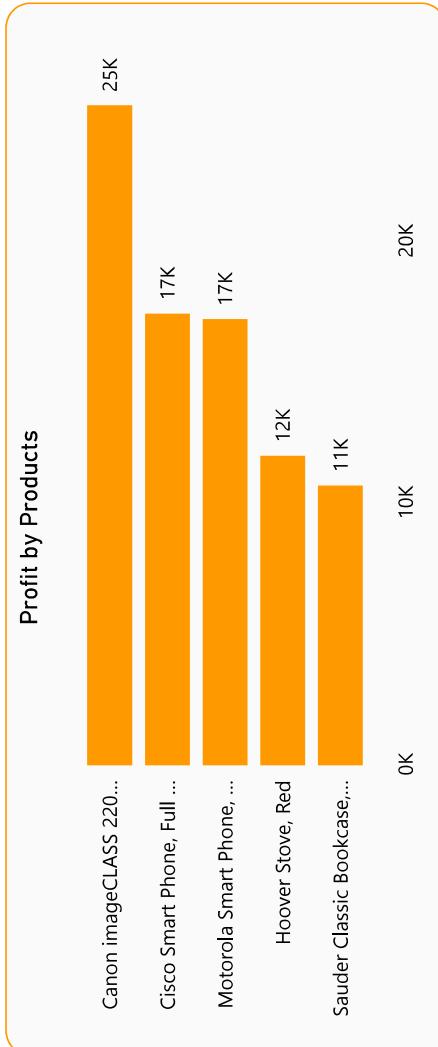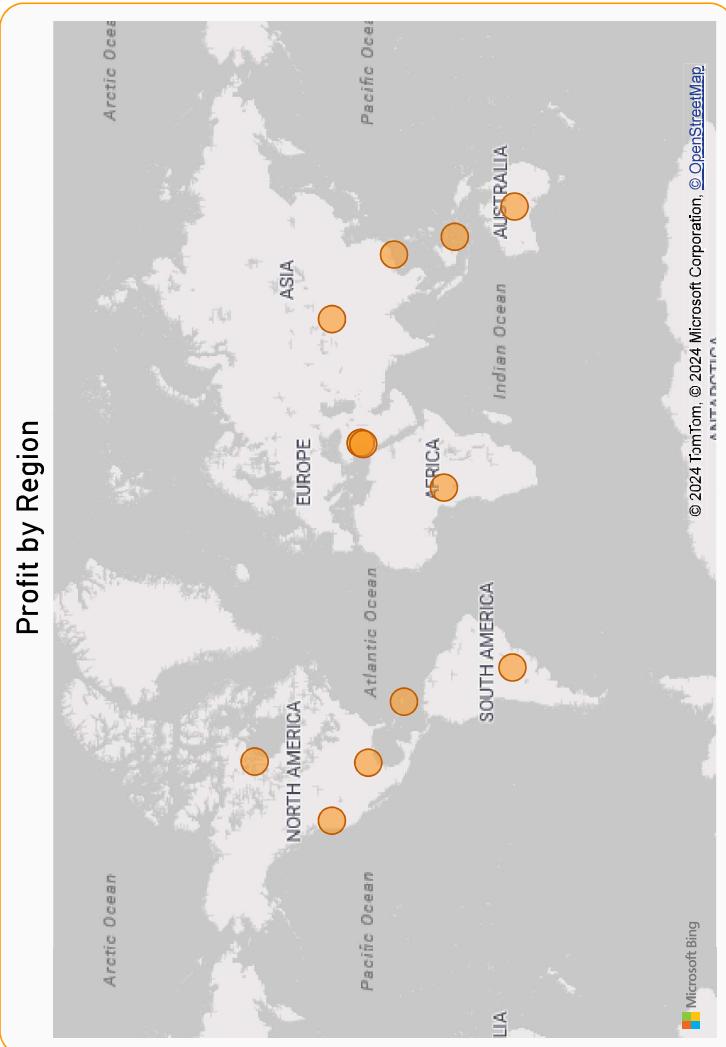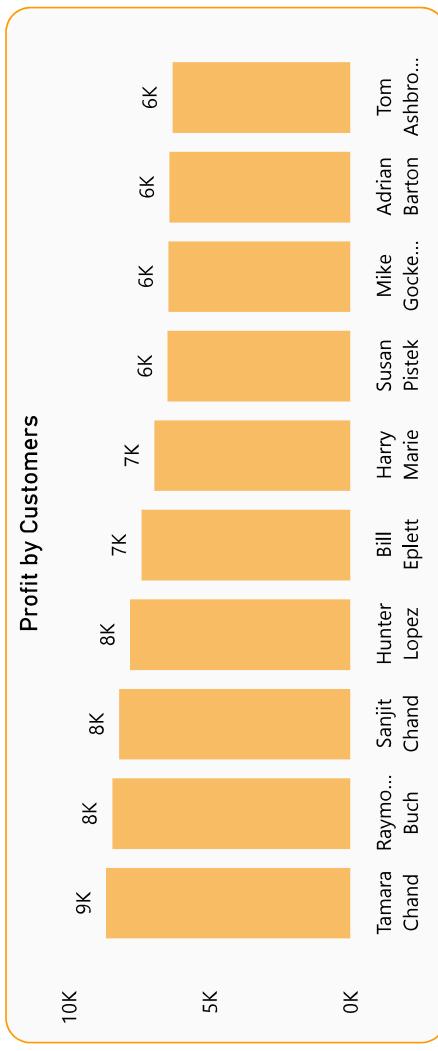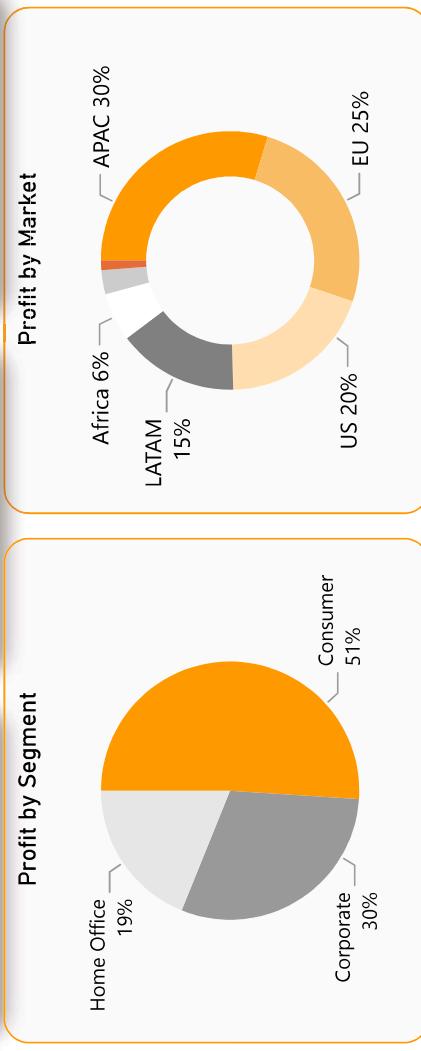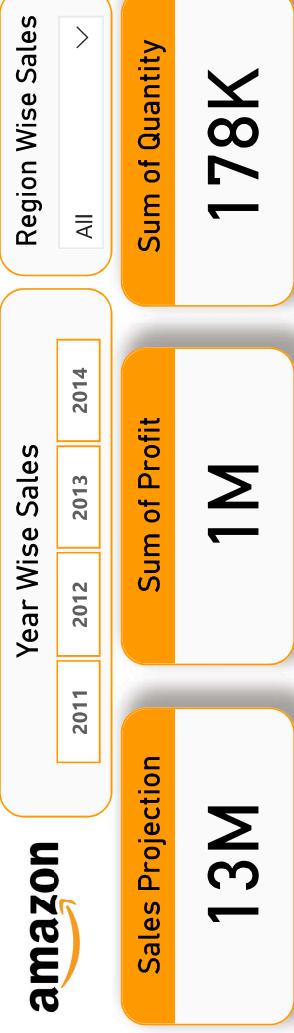
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The dataset for Amazon Global Superstore lacks actionable insights, making it challenging for analysts to effectively monitor key performance metrics and make data-driven decisions.
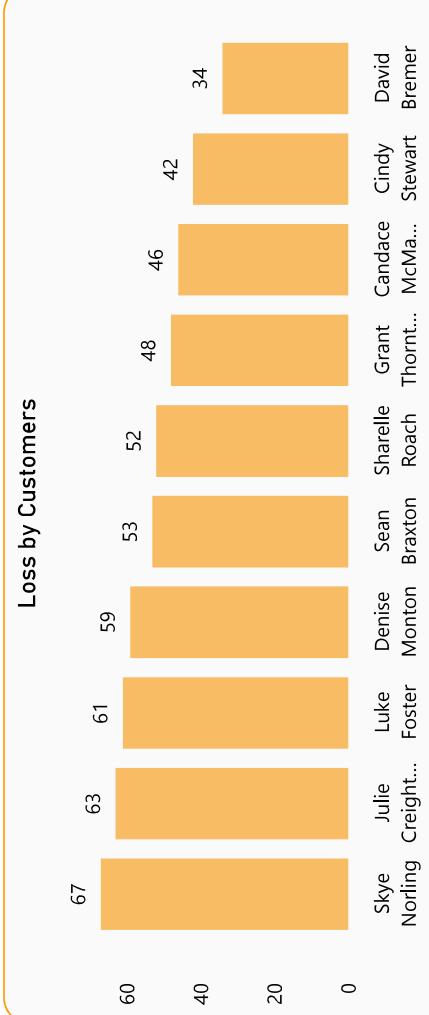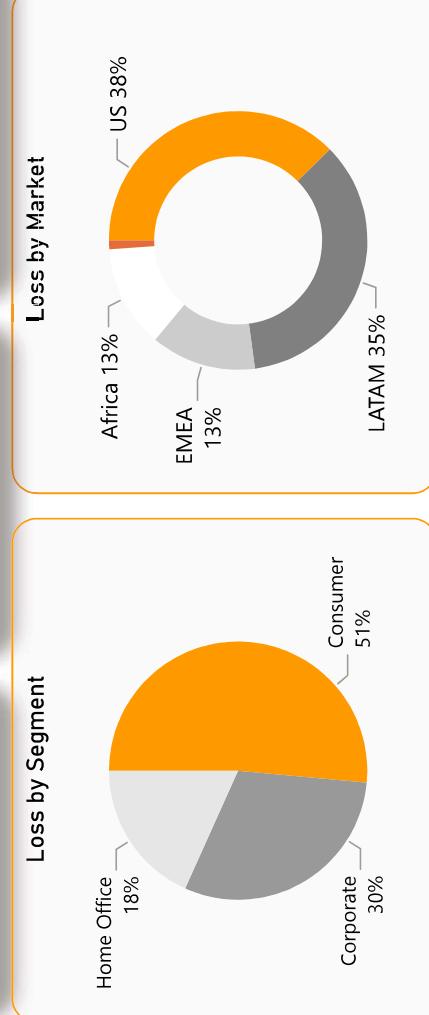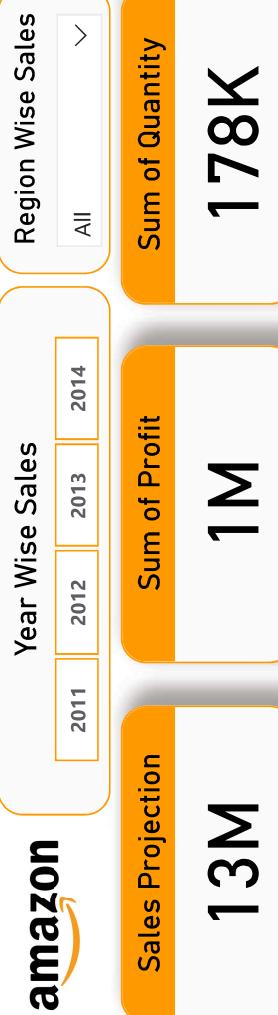
1. Data Overload: The dataset presents excessive data without clear prioritization, leading to confusion and difficulty in identifying critical insights.

2. Real-Time Analytics: A lack of real-time data updates inhibits timely decision-making, and sales tracking across different regions.

3. Difficulties in integrating data from various sources create silos of information, preventing a holistic view of performance across global markets.

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Year Wise Sales

Region Wise Sales

All

2011 **2012** **2013** **2014**

Sales Projection
13M

Sum of Profit
1M

Sum of Quantity
178K

Sales by Region

Arctic Ocean
Pacific Ocean
ASIA
AUSTRALIA
EUROPE
Indian Ocean
AFRICA
Atlantic Ocean
NORTH AMERICA
SOUTH AMERICA
Arctic Ocean
Pacific Ocean

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Profit by Products

Canon i... 25K
Cisco Sm... 17K
Motorola... 17K
Hoover S... 12K
Sauder Cl... 11K

0K — 20K

Loss by Products

Bevis Ro... -3.6K
Cubify C... -3.8K
Motorola... -4.4K
Lexmark... -4.6K
Cubify C... -8.9K

-10K — -5K — 0K

Sales by Segment

Consumer 51%
Corporate 30%
Home Office 18%

Sales by Market

APAC 28%
EU 23%
US 18%
LATAM 17%
EMEA 6%
Africa 6%

Profit by Customers

Tamara Chand 9K
Raymo... Buch 8K
Sanjit Chand 8K
Hunter Lopez 8K
Bill Eplett 7K
Harry Marie 7K
Susan Pistek 6K
Mike Gocke... 6K
Adrian Barton 6K
Tom Ashbro... 6K

0K — 5K — 10K

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Year Wise Sales

Region Wise Sales

All ∨

Sales Projection	Sum of Profit	Sum of Quantity
13M	1M	178K

Profit by Region

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Profit by Products

- Canon imageCLASS 220... — 25K
- Cisco Smart Phone, Full ... — 17K
- Motorola Smart Phone, ... — 17K
- Hoover Stove, Red — 12K
- Sauder Classic Bookcase... — 11K

(axis: 0K, 10K, 20K)

Profit by Segment

- Consumer 51%
- Corporate 30%
- Home Office 19%

Profit by Market

- APAC 30%
- EU 25%
- US 20%
- LATAM 15%
- Africa 6%

Profit by Customers

Tamara Chand	Raymo... Buch	Sanjit Chand	Hunter Lopez	Bill Eplett	Harry Marie	Susan Pistek	Mike Gocke...	Adrian Barton	Tom Ashbro...
9K	8K	8K	8K	7K	7K	6K	6K	6K	6K

(axis: 0K, 5K, 10K)

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Year Wise Sales

| 2011 | 2012 | 2013 | 2014 |

Region Wise Sales

All ⌄

Sales Projection
13M

Sum of Profit
1M

Sum of Quantity
178K

Loss by Region

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ASIA

EUROPE

AFRICA

AUSTRALIA

NORTH AMERICA

SOUTH AMERICA

Arctic Ocean

Pacific Ocean

Atlantic Ocean

Indian Ocean

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Loss by Products

- Bevis Round Table, Adjus... — -3.6K
- Cubify CubeX 3D Printer... — -3.8K
- Motorola Smart Phone, ... — -4.4K
- Lexmark MX611dhe Mo... — -4.6K
- Cubify CubeX 3D Printer... — -8.9K

(0K, -2K, -4K, -6K, -8K)

Loss by Segment

Consumer 51%
Corporate 30%
Home Office 18%

Loss by Market

US 38%
Africa 13%
EMEA 13%
LATAM 35%

Loss by Customers

| Skye Norling | Julie Creight... | Luke Foster | Denise Monton | Sean Braxton | Sharelle Roach | Grant Thornt... | Candace McMa... | Cindy Stewart | David Bremer |
| 67 | 63 | 61 | 59 | 53 | 52 | 48 | 46 | 42 | 34 |

(60, 40, 20, 0)

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Navigation

Introduction

Problem Statement

Overall Analysis

Profit Analysis

Loss Analysis

Insights

Q. What is the top sales by segment?

Consumer
65,07,949.42
Sum of Sales

Q. What is the top sales by market?

APAC
35,85,744.13
Sum of Sales

Q. Which region has the highest sales?

Region
▲
Central

Q. Which product is the most profitable?

Canon imageCLASS 2200 Advanced Copier
25,199.93
Sum of Profit

Q. What is the profit from the top customers?

Profit	Customer Name
▶ 8,399.98	Tamara Chand
6,719.98	Raymond Buch
5,039.99	Hunter Lopez
4,946.37	Adrian Barton
4,630.48	Sanjit Chand