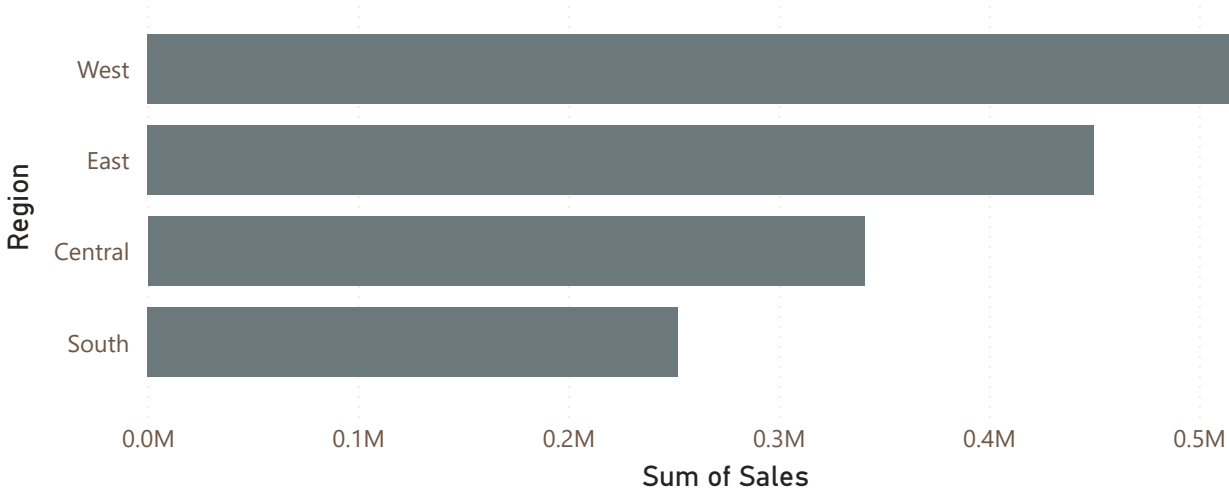


Amazon Sales Dashboard – Story Through Data

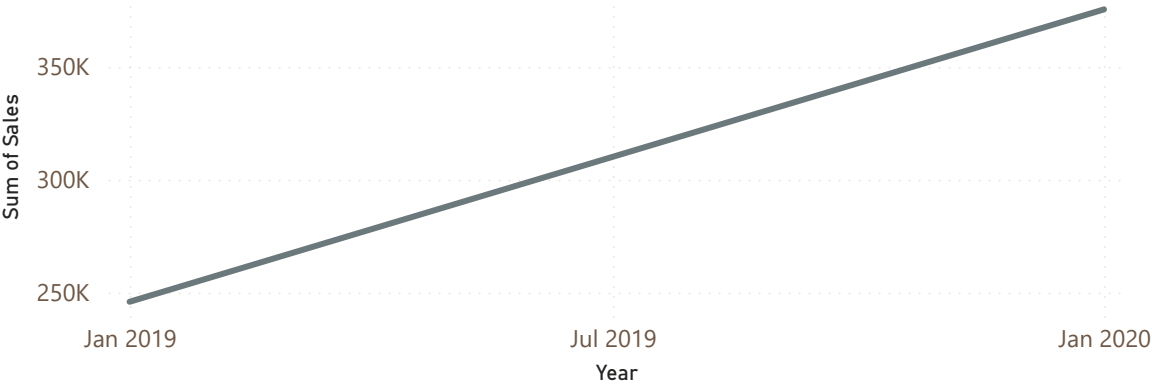
Prepared by Meenakshi J

Sum of Sales by Region



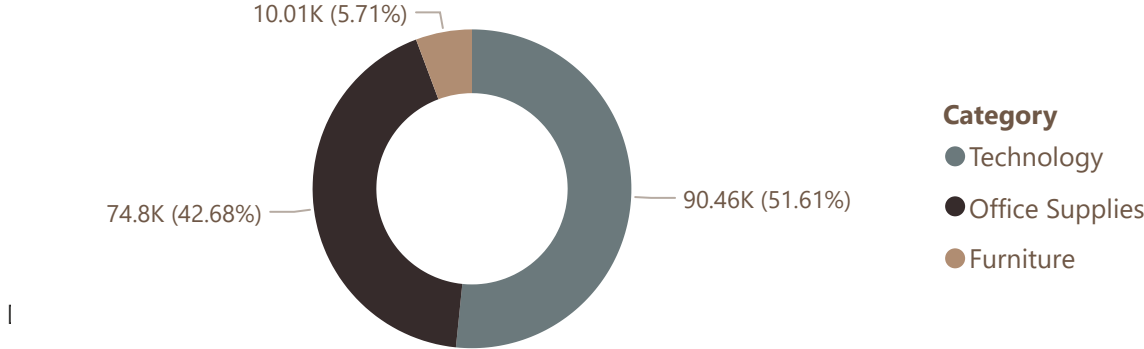
The West region leads with the highest sales (~0.55 M), while the South lags behind. Regional marketing in the South could improve overall revenue

Sum of Sales by Year



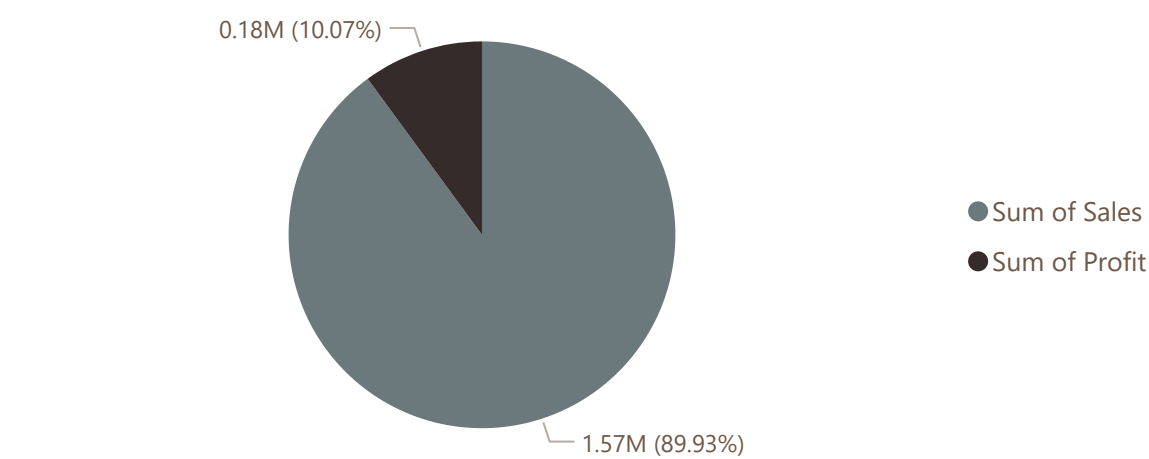
Sales have grown steadily from 2019 onward, showing positive trend in customer engagement and market expansion

Sum of Profit by Category



Technology products drive over 50 % of profit. Furniture category performs the worst and needs margin optimization

Sum of Sales and Sum of Profit



While sales are high overall, profit margin remains around 10 %. Discount policies may be impacting profitability.