

Amazon Sales Analysis Report

Project Overview

Objective: To analyse Amazon product sales performance and provide actionable insights into revenue trends, product category contributions, and customer engagement.

Tool Used: Power BI (Data Visualization & Dashboarding)

Data Scope: 2019-2023

Key Metrics Analysed

- **YTD Sales:** \$2.18M
- **QTD Sales:** \$811.09K
- **Products Sold (YTD):** 27.75K
- **Reviews (YTD):** 19M

Analytical Approach

1. Data Cleaning & Preparation

- Imported and structured raw sales and reviews data.
- Created relationships between Amazon Data and Date Table

2. Dashboard Design

- Built interactive visuals to show sales by **month, week, and category**.
- Designed KPIs for **YTD Sales, QTD Sales, Products Sold, and Reviews**.
- Highlighted **Top 5 products by sales and reviews**.

3. Insights Generated

- Identified **seasonal trends** with sales spikes in **September & November**.
- **Men's Shoes** contributed 43% of total revenue.
- **SanDisk products** dominated in reviews, showing high customer engagement.

4. Business Insights & Recommendations

- Expand **Men's Shoes & Camera product lines** (key revenue drivers).
- Reassess **Mobile & Accessories category** due to underperformance.

- Utilize **festive spikes (Sep–Nov)** for promotional campaigns.
 - Bundle **high-review accessories** (SanDisk, JETech) with premium items to boost sales.
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5. Impact / Outcome

- Delivered a **professional, interactive Power BI dashboard** summarizing complex sales data.
 - Enabled **data-driven decision making** for category prioritization, product bundling, and seasonal campaigns.
 - Provided **actionable insights** to optimize revenue growth and customer engagement strategies.
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6. Skills Demonstrated

- Power BI (Dashboarding & Data Modeling)
- DAX Calculations (KPIs, YTD, QTD Measures)
- Data Cleaning & Transformation
- Business Analysis & Insight Generation
- Storytelling with Data