**SALES ANALYSIS | AMAZON PRODUCTS**

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**PROJECT:** Sales Analysis |Amazon Products

**Objective:**

The objective of this project is to analyze sales data from Amazon products to identify key trends, patterns, and actionable insights that can enhance sales strategies.

The analysis aims to:

* Understand overall sales performance
* Evaluate top-selling categories and products
* Determine monthly revenue trends
* Identify the most effective payment methods
* Generate a dynamic dashboard using Power BI for interactive insights

**PROBLEM STATEMENT:**

The goal is to develop a sales dashboard that helps business stakeholders track key performance metrics, customer behavior, and product performance across time using interactive and automated visualizations.

**KPI's REQUIREMENT**

* **YTD Sales**: Monitor year-to-date sales to gauge the overall revenue performance over time.
* **QTD Sales**: Track quarterly sales figures to identify sales trends and fluctuations.
* **YTD Products Sold**: Analyze the total number of products sold throughout the year to understand product movement.
* **YTD Reviews**: Keep tabs on year-to-date product reviews to assess customer feedback and satisfaction.

**COLLECTION DATA:**

* **Data Source:** The dataset was imported from a CSV file into Power BI using Power Query.
* **Product Category:** The main classification of the product sold.
* **Product Name:** The specific item or model sold in the transaction.
* **Sales Amount:** Total revenue earned from each transaction.
* **Order Date:** The date when the sale was made.

**DATA ANALYSIS & VISUALIZATION:**

* **Total Sales by Category**: Identifies which product categories generate the most revenue.
* **Monthly Revenue Trend**: Tracks revenue fluctuations across different months to spot seasonal trends.
* **Region-wise Revenue**: Compares sales performance across various geographic regions.
* **Top Products by Revenue**: Highlights the highest revenue-generating individual products.
* **Payment Method Analysis**: Analyzes which payment methods are most commonly used and profitable.
* **YTD/QTD Performance KPIs**: Measures sales performance year-to-date and quarter-to-date.
* **YTD Reviews Tracking**: Monitors year-to-date customer reviews to assess satisfaction and engagement.

**CARD REQUIREMENT:**

* **YTD Sales**: Monitor year-to-date sales to gauge the overall revenue performance over time.
* **QTD Sales**: Track quarterly sales figures to identify sales trends and fluctuations.
* **YTD Products Sold**: Analyze the total number of products sold throughout the year to understand product movement.
* **YTD Reviews**: Keep tabs on year-to-date product reviews to assess customer feedback and satisfaction.

**DATA CLEANING:**

Performed using Power Query:

* Removed null values and duplicate rows
* Formatted data types appropriately
* Built calculated columns using DAX
* Implemented proper filters and sorting

**FUNCTIONALITIES USED:**

* Connecting to CSV file
* Data Cleaning & Modelling
* Power Query & DAX
* Date Tables and Time Intelligence Functions (YTD, QTD)
* Custom Sorting and Filtering
* Visual Formatting & Conditional Formatting
* Use of Card Visuals, Charts (Bar, Line, Donut, Funnel)
* Creating Functions & Navigation Setup

**DATA ANALYSIS & VISUALIZATION**

Key dashboards and visual insights include:

* **Total Sales by Category**: Shows which product categories generate the highest revenue.
* **Monthly Revenue Trend**: Displays how revenue changes month-to-month to identify trends.
* **Region-wise Revenue**: Compares sales across regions to highlight geographic performance.
* **Top Products by Revenue**: Lists the best-selling products based on total earnings.
* **Payment Method Analysis**: Evaluates which payment methods are most frequently used.
* **YTD/QTD Performance KPIs**: Measures current sales progress year-to-date and quarter-to-date.
* **YTD Reviews Tracking**: Tracks customer reviews throughout the year to gauge satisfaction.

**DASHBOARD FEATURES**

* **Card Visuals for KPIs**: Display key metrics like total sales and units sold .
* **Interactive Slicers**: Allow users to filter data by date, product, or region for dynamic insights.
* **Line Charts for Time-Based Trends**: Visualize changes in sales or performance over time.

**PRESENTING THE DATA:**

**A screenshot of a computer screen

AI-generated content may be incorrect.**

**KEY INSIGHTS & RECOMMENDATIONS:**

**Insights:**

* Top categories and products generate a disproportionate share of total revenue
* Credit Card is the most preferred payment method
* Peak sales were recorded during [insert months]
* [Insert region] showed highest average order value

**Recommendations:**

* Increase stock and marketing for best-selling products
* Promote offers on preferred payment methods
* Strengthen focus in high-performing regions
* Optimize product mix in underperforming categories

**CONCLUSION:**

The Amazon sales analysis dashboard successfully visualizes critical KPIs and sales trends using Power BI. It enables real-time insights and supports strategic decision-making through clear and actionable metrics.