

Amazon Sales Analysis – Power BI Dashboard

Complete Analysis Report

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Project Summary

This project focuses on analyzing 20K+ Amazon sales transactions using Power BI to uncover insights into product demand, regional performance, fulfillment efficiency, and customer satisfaction.

The goal was to transform raw transactional data into interactive dashboards that guide business strategy for e-commerce sellers.

Dataset Overview

Rows: 20,000+

Columns: Order ID, Date, Status, Fulfilment, Sales Channel

Ship Service Level, Category, Size, Courier Status

Quantity, Currency, Amount

Ship City, Ship State, Ship Postal Code, Ship Country

B2B Flag, Fulfilled By

This dataset captures the complete lifecycle of orders — from purchase to fulfillment and delivery.

Statistics & Key Metrics

| | |
|-------------------|---|
| Sales Amount: | ₹11.58M |
| Total Orders: | 18.57K |
| Quantity Sold: | 18K+ units |
| Top Category: | T-shirts (8.1K orders) |
| Top Sizes: | M (3.6K), XXL (3.3K), S (2.8K) |
| Regional Leaders: | Telangana (1.7K), Uttar Pradesh (1.7K), Tamil Nadu (1.6K) |
| Fulfilment Split: | Amazon 65% vs Merchant 35% |
| Courier Success: | 86% shipped, 4.4% cancelled |

Objectives

- Identify top-performing products, categories, and sizes.
- Map regional demand patterns across Indian states.
- Assess fulfillment performance (Amazon vs Merchant).
- Measure customer satisfaction via cancellations & delivery success.
- Generate strategic recommendations to optimize sales and operations.

Methodology

- Data Preparation – Cleaned and transformed raw CSV dataset.
- Data Modeling – Built relationships, applied DAX for metrics (sales, orders, cancellations).
- Dashboard Design – Created interactive reports for Sales, Fulfilment, Regions, Categories.
- Analysis – Extracted key insights from patterns and comparisons.

Dashboard Walkthrough

- Sales Overview: Tracks revenue, orders, quantities.
- Product Insights: Highlights top categories and sizes.
- Fulfillment Dashboard: Compares Amazon vs Merchant efficiency.
- Courier Status View: Visualizes shipped, cancelled, and pending orders.
- Regional Map: Displays order distribution across Indian states.



Strategic Recommendations

- Product Focus: Prioritize inventory for high-demand T-shirts in M & XXL.
 - Regional Growth: Double down on Telangana, Uttar Pradesh, and Tamil Nadu through localized campaigns.
 - Fulfillment Optimization: Shift more merchant orders to Amazon FBA/Ekart to reduce delays.
 - Channel Expansion: Explore sales via other platforms (Flipkart, Myntra) + direct-to-consumer site.
 - Customer Retention: Maintain low cancellation rate through proactive communication & reliable logistics.
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Conclusion

The analysis highlights Amazon's strong performance with ₹11.58M sales in just 13 days. Key drivers include T-shirts, Tier-1/2 state markets, and Amazon's reliable fulfillment. With data-driven strategy, sellers can scale faster by:

- ✓ Stocking smartly,
- ✓ Targeting high-demand regions,
- ✓ Leveraging FBA,
- ✓ Expanding beyond Amazon.

This project demonstrates how Power BI + business analytics can turn complex datasets into actionable strategies for sustainable e-commerce growth.

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