

AMAZON SALES ANALYSIS

Hello everyone,

Exciting news! I'm thrilled to share with you my latest endeavor: Amazon Sales Analysis. The dashboard is meticulously crafted to align with the Amazon e-commerce platform, ensuring seamless navigation and familiarity for users.

Analysis

Understanding sales trends and patterns on Amazon is crucial for businesses to optimize their strategies and maximize revenue. This project aimed to develop an in-depth analysis of Amazon sales data, covering various parameters such as product performance, market trends, customer preferences, and competitive landscape.

The analysis provides insights into the diverse sales dynamics across different product categories, identifies key factors driving sales, and conducts trend analysis to uncover patterns in consumer behavior and purchasing decisions on the platform.



Tools : Microsoft Power BI



Insights & Impact :

Key insights from the project highlighted:



Between April 2022 and June 2022, nearly **\$90 million** worth of sales occurred from approximately **120,000 orders**.



Maharashtra is the state where many categories top in sales. When it comes to cities, **Bengaluru** is the hotspot.



The **first week of May** showed peak sales activity.



DatasetLink : [Amazon Dashboard](#)