**DOCUMENTATION OF THE REPORT**

Below is a detailed documentation of the dashboard, the questions it answers, and business improvement tips derived from the data.

**1. Total Sales**

**Visualization**: A large text box displaying the total sales amount (77.37M).

**Questions Answered**: What is the total sales amount?

**Business Insights**:

**Monitor Performance**: Regularly check the total sales to gauge overall business performance.

**Set Goals**: Use this metric to set sales targets and measure progress.

**2. Regional Trends**

**Visualization**: A bar chart showing regional trends, listing cities in descending order of sales amount (e.g., Bengaluru, Hyderabad, Mumbai, etc.).

**Questions Answered**: How are sales distributed across different cities?

**Business Insights**:

**Focus on High-Performing Regions**: Invest more in regions with high sales like Bengaluru and Hyderabad.

**Identify Growth Opportunities**: Look for ways to improve sales in lower-performing regions such as Navi Mumbai and Ghaziabad.

**3. Top Products**

**Visualization**: A bar chart showing top products by sales amount (e.g., T-shirt, Shirt, Blazer, etc.).

**Questions Answered**: What are the best-selling products?

**Business Insights**:

**Stock Management**: Ensure adequate stock levels for top-selling products.

**Marketing Strategies**: Highlight these products in marketing campaigns and promotions.

**4. Customer Distribution by Geographical Location**

**Visualization**: A map showing customer distribution across different geographical locations, focusing on India.

**Questions Answered**: Where are the customers located?

**Business Insights**:

**Targeted Marketing**: Develop marketing strategies tailored to specific regions.

**Regional Promotions**: Run promotions in areas with high customer density.

**5. Sales Trend Over Time**

**Visualization**: A line chart showing the sales trend over time with the sum of the amount on the y-axis and days on the x-axis.

**Questions Answered**: How do sales fluctuate over different time periods?

**Business Insights**:

**Identify Seasonal Patterns**: Recognize periods of high and low sales to adjust marketing and inventory strategies.

**Trend Analysis**: Use trends to forecast future sales and plan accordingly.

**Business Improvement Tips**

1. **Optimize Inventory Management**:

Focus on maintaining adequate stock levels for top-selling products.

Monitor inventory turnover rates and adjust orders based on sales trends.

1. **Enhance Marketing Strategies**:

Target high-performing regions with tailored marketing campaigns.

Promote best-selling products and use regional trends to plan effective marketing strategies.

1. **Improve Customer Experience**:

Address any issues leading to order cancellations to improve the fulfillment process.

Develop loyalty programs for high-value customers identified through customer segmentation.

1. **Seasonal Planning**:

Use sales trends to plan inventory and marketing efforts during peak seasons.

Implement promotions and discounts during low sales periods to boost revenue.

**Conclusion**

The Power BI dashboard provides a comprehensive analysis of your Amazon sales data, delivering valuable insights into sales performance, product popularity, fulfillment methods, customer segmentation, and geographical trends. By leveraging these insights, you can make data-driven decisions to enhance various aspects of your business.