📊 Amazon Sales & Delivery Performance Dashboard

Project Overview

This project focuses on analyzing Amazon sales and delivery performance using **Advanced Excel**.
The objective is to transform raw sales data into **clear, actionable business insights** that can support data-driven decision making.

The dashboard highlights key sales trends, regional performance, delivery outcomes, cancellations, and top-selling products through interactive visuals.

Business Objective

- Understand overall sales performance
- Identify high-performing and underperforming regions
- Analyze delivery success vs cancellations
- Track product-level contribution to revenue
- Enable quick insights using filters and KPIs

Tools & Techniques Used

- Microsoft Excel
- Pivot Tables & Pivot Charts
- XLOOKUP
- Data Cleaning & Structuring
- KPI Design
- Interactive Slicers & Filters
- Dashboard Layout & Visualization

Dashboard Highlights

- Region-wise and month-wise sales analysis
- Delivery status and cancellation trends
- Effective sales vs total orders comparison
- Top-selling products analysis
- Interactive slicers for dynamic filtering

Key Insights

- Certain regions contribute disproportionately higher sales
- Delivery failures and cancellations directly impact effective revenue
- A small set of products drives a large share of total sales
- Monthly trends help identify peak and low-performance periods

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Business Value

- Enables quick performance monitoring
- Helps identify problem areas in delivery and cancellations
- Supports better inventory and regional planning
- Improves decision-making through visual insights

Conclusion

This dashboard demonstrates how **Excel can be effectively used as a business intelligence tool**, not just for reporting but for strategic analysis and decision support.

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