**Power Bi Project Title**: Amazon Sales Analysis 2025

**Objective:**

This project aims to help you explore, clean, and visualize Amazon’s 2025 sales data to uncover actionable business insights. You’ll use Power BI to build interactive dashboards that showcase key performance indicators, sales trends, product performance, customer behavior, and more.

* Analyze sales performance across products, regions, and customer segments.
* Identify best-selling products and top-performing sales reps.
* Track monthly trends in sales and profits.
* Discover opportunities for growth and improvements.

Product & Category Analysis

1. Top 5 product by sales
2. Sales by Category
3. Sales by Day and Status
4. Sales by customer location
5. Price by payment method
6. Sales by status

Data Source & Preparation

* The dataset was sourced from Kaggle.com
* Data cleaning & transformation: column data types were properly formatted for accurate analysis (dates, numbers, text).
* The dataset includes key fields such as Product, Customer Location, Payment Method, Status, Total Sales, Order ID.

Key Insights:

Overall Summary:

* Counts of customers – 250
* Total price : 86k
* Total Sales : 714units
* Total Sales : 244k

Top Products by Sales

* Refrigerator and Laptop are the top Revenue-generating products.
* Smartphone, washing machine, and smartwatch also contributed significantly

Sales by Category

* Electronics dominated with over 53% of total sales
* Home Appliances followed at 43.4%
* Footwear had the lowest category share (1.77%)

Payment Method:

* PayPal was the most used, followed by credit card and gift card.
* Amazon Pay and Debit card had the lowest usage.

Sales by City

* High sales concentrations in cities like New York, San Francisco, and Dallas.
* Sales trend varied across location but were relatively well distributed.

Sales Trend by Day

* Daily sales showed fluctuations with periodic spikes
* Completed and pending orders followed similar patterns, while cancelled orders remained low.

Order Status Breakdown:

* Completed: 89K (36.3%)
* Pending: 90K (27.3%)
* Cancelled: 65K (26.7%)

Conclusion

The Power Bi dashboard provides a clear and interactive view of Amazon’s Sales Performance in 2025. From top products and high performing cities of customers preferences and payment trends, this analysis support smarter decision-making.