

AMAZON SALES DATA ANALYSIS

PRESENTED BY : PAVITHRAN M S

INTRODUCTION

This presentation provides an in-depth analysis of Amazon's sales data using Power BI. It highlights key sales trends, metrics, and insights derived from the data. The objectives of this analysis are to understand the sales performance over time, identify key factors influencing sales, and provide actionable insights for decision-making.

PROBLEM STATEMENT

In the face of increasing competition, Amazon aims to enhance its sales strategy. Understanding sales trends and key performance indicators (KPIs) is crucial for optimizing distribution and increasing profits. The challenges involve analysing large volumes of sales data to uncover meaningful patterns, identifying the most impactful metrics and factors influencing sales, and presenting data in a clear and actionable format for stakeholders.

KEY METRICS AND KPIS

Key metrics identified in this analysis include Total Revenue, which is the overall revenue generated from sales; Total Units Sold, representing the total number of items sold; Total Profit, which is the overall profit generated from sales; Sales by Items, indicating revenue generated from different items; and Sales by Region, showing revenue generated from different geographical regions.

The KPIs for this analysis are: Monthly Sales Trend, which monitors sales performance month by month; Yearly Sales Comparison, comparing sales year over year; Yearly Month-wise Sales Trend, showing monthly sales trends year over year; Region-wise Sales Trend, highlighting sales in different regions; and Item Type-wise Sales Trend, displaying revenue distribution across product categories.

DATA PROCESSING AND VISUALIZATION

The visualizations created are as follows:

- Month-wise Sales Trend shown via a line chart to illustrate sales over time
- Year-wise Sales Trend also presented as a line chart to compare sales year over year
- Yearly Month-wise Sales Trend displayed through a stacked column chart to show monthly sales trends year over year
- Region-wise Sales Trend highlighted using a bar chart to showcase sales in different regions
- Item Type-wise Sales Trend presented via a bar chart to display revenue distribution across product categories

A filter panel was added with interactive slicers for Year, Month, Region, Item Type, Sales Channel, and Order Priority to facilitate dynamic analysis.

DASHBOARD



AMAZON SALES

Total Revenue

137.35M

Total Units Sold

513K

Total Profit

44.17M

Order Year

All

Order Month

All

Region

All

Item Type

All

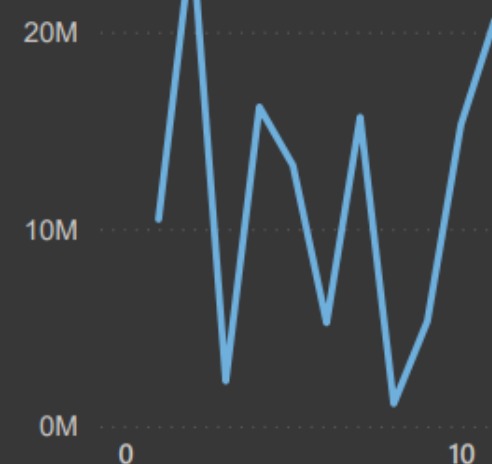
Sales Channel

All

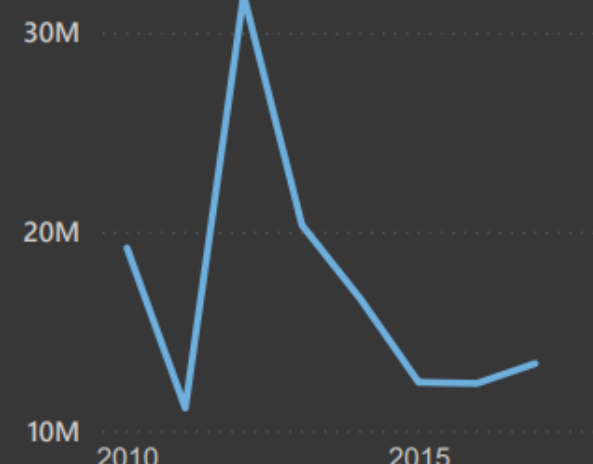
Order Priority

All

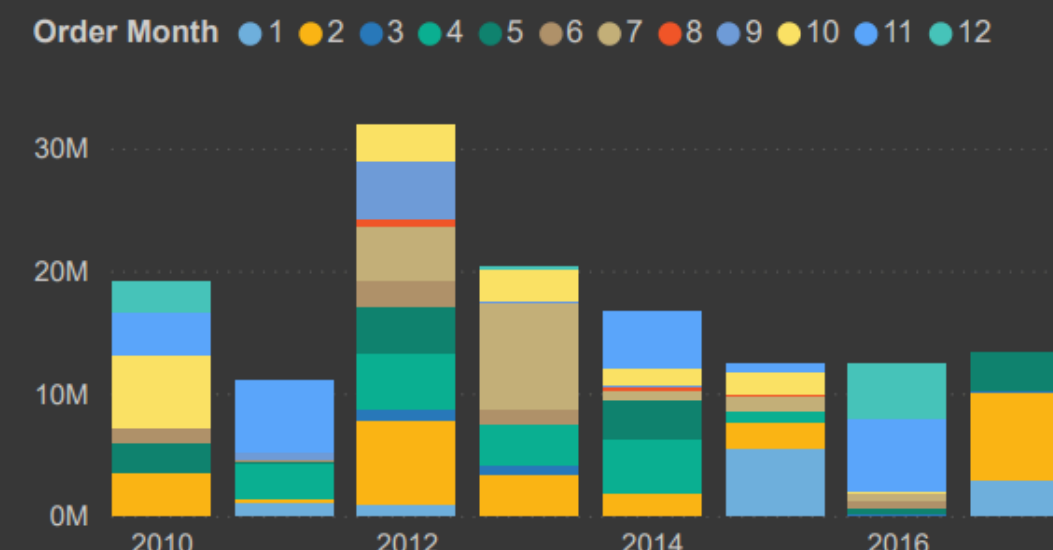
Month-wise Sales



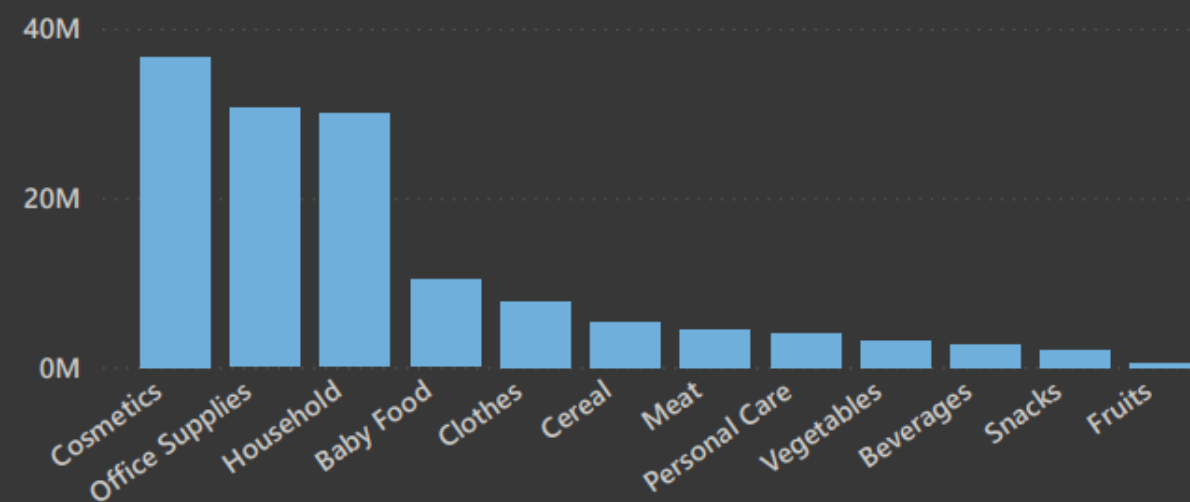
Year-wise Sales



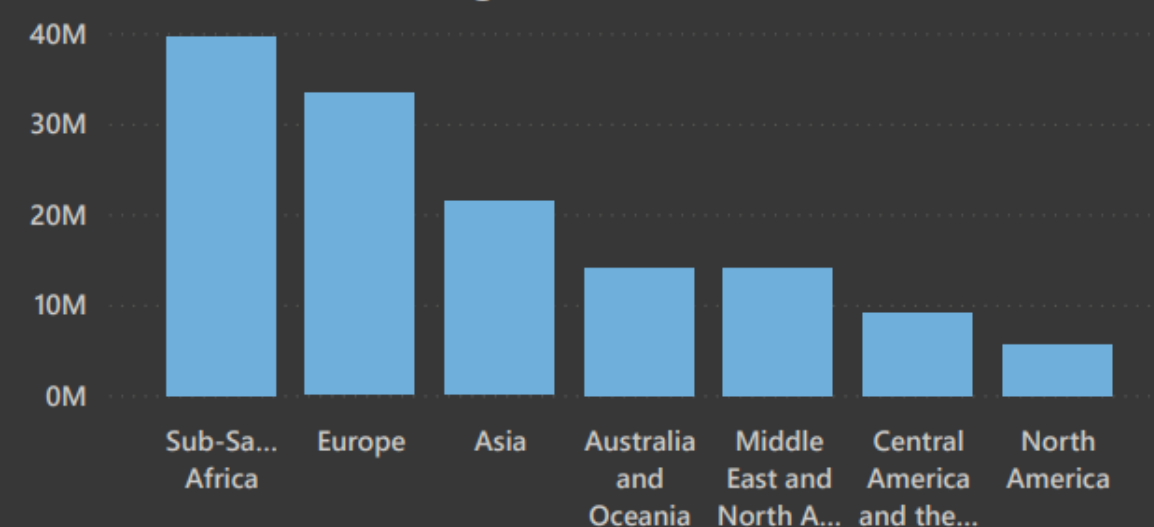
Yearly Month-wise Sales



Item Type-wise Sales



Region-wise Sales



A dark blue geometric shape, resembling a large triangle or a stylized 'V', occupies the left side of the image. It is composed of two solid dark blue areas meeting at a diagonal line.

**THANK
YOU**