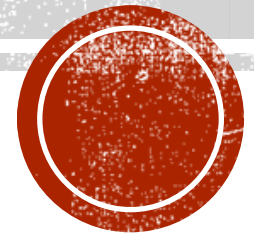


Amazon Sales Data

Power BI Project



By Pranjal Chavle

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➤ Problem Statement:

Sales management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Sales management today is the most important function in a commercial and business enterprise.

Do ETL: Extract-Transform-Load some Amazon dataset and find Sales-trend -> month-wise, year-wise, yearly-month-wise

➤ Variable Description:

- Region:** The geographical area where the sales transaction took place (e.g., North America, Europe, Asia).
- Country:** The specific country within the region where the sales transaction occurred.
- Item Type:** The category or type of item sold (e.g., vegetables, clothing, Baby Food).
- Sales Channel:** The medium through which the sale was made (e.g., online, offline).
- Order Priority:** The priority level assigned to the order (e.g., high, medium, low), which might affect processing and shipping times.
- Order Date:** The date on which the order was placed by the customer.
- Order ID:** A unique identifier assigned to each order for tracking purposes.

➤ Variable Description Continued:

- **Ship Date:** The date on which the order was shipped to the customer.
- **Units Sold:** The number of units of the item sold in the transaction.
- **Unit Price:** The price per unit of the item sold.
- **Unit Cost:** The cost incurred by Amazon for each unit of the item.
- **Total Revenue:** The total revenue generated from the sale, calculated as Units Sold multiplied by Unit Price.
- **Total Cost:** The total cost incurred for the sold units, calculated as Units Sold multiplied by Unit Cost.
- **Total Profit:** The profit generated from the sale, calculated as Total Revenue minus Total Cost.

➤ Introduction:

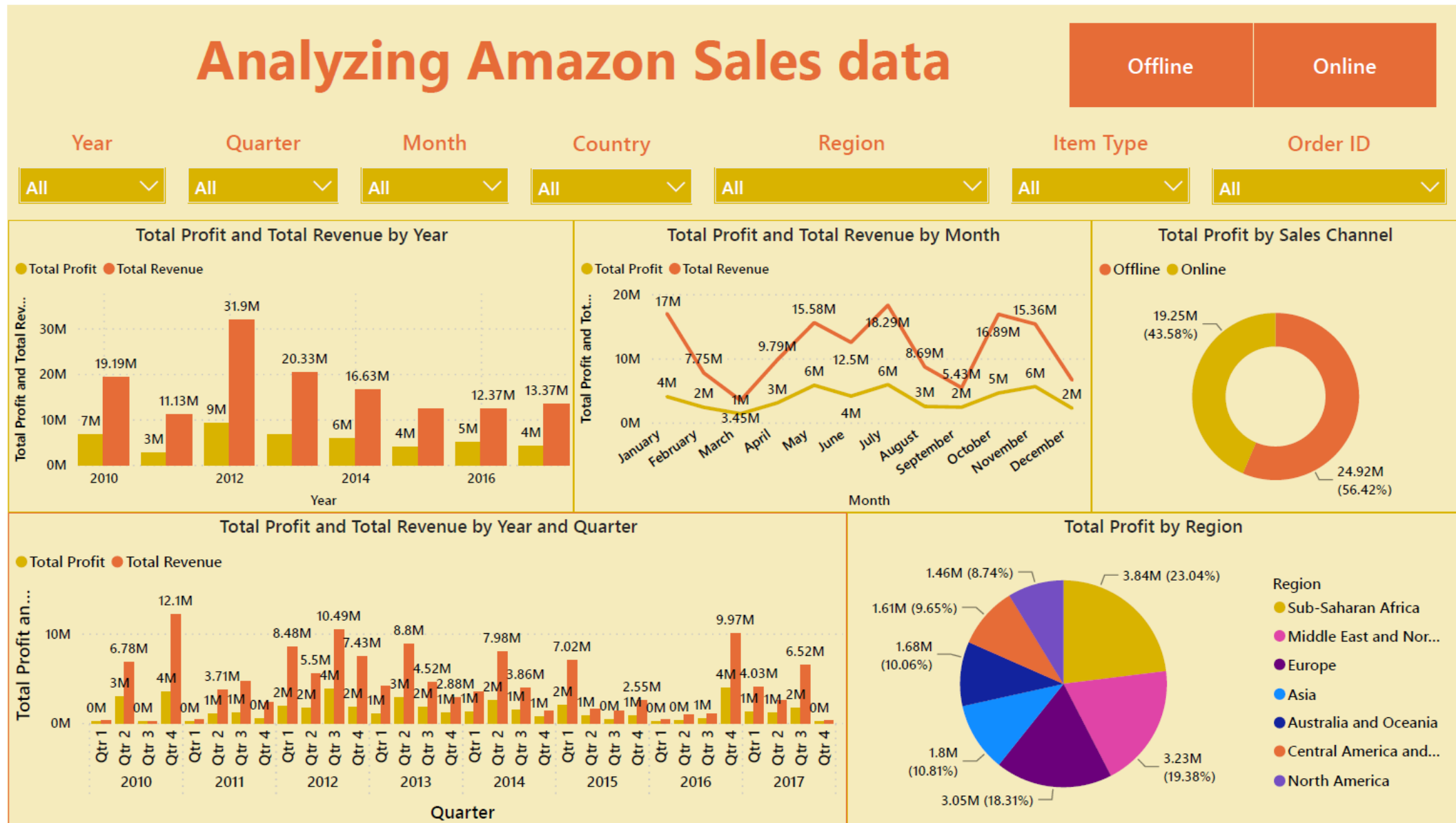
In today's competitive business world, where businesses must always look for superior distribution techniques to cut costs and enhance profits, sales management is becoming more and more important. Sales management is an essential role in commercial organizations that not only generates income but also guarantees the long-term viability and expansion of the company. Businesses may get important insights into their sales performance, spot trends, and make data-driven decisions to improve their strategies by utilizing data analytics and visualization tools like Power BI.

A circular inset on the left side of the slide shows a business dashboard. It features a central pie chart with multiple colored segments. To the left of the pie chart is a bar chart with several bars of varying heights. Below the pie chart is a line graph with a single data series. At the bottom of the inset is a data table with three columns and several rows of numerical values. A pen is visible in the bottom left corner of the inset, resting on the data table.

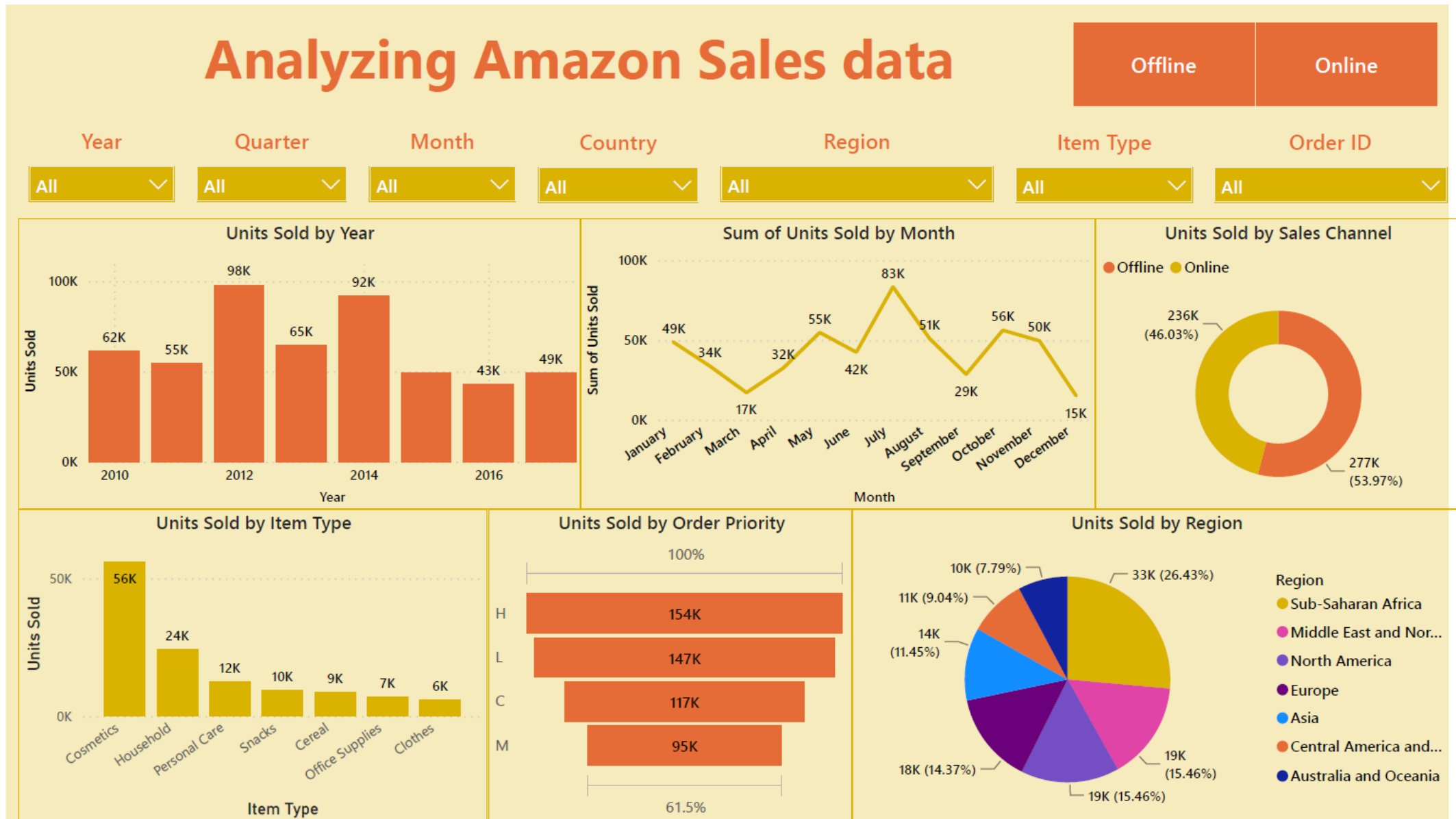
IMPORTANT KPI'S:

- Sales Trend Analysis
- Profit by Sales Channels
- Profit by Region
- Unit Sold per Year
- Unit Sold per Year-Month wise
- Unit Sold by Region
- Unit Sold by Item type
- Unit Sold by Sales Channel
- Unit Sold by Order Priority

Dashboard Snapshots:



➤ Dashboard Snapshots:



Dashboard Snapshots:

Analyzing Amazon Sales data

Offline

Online

Year

Quarter

Month

Country

Region

Item Type

Order ID

All

All

All

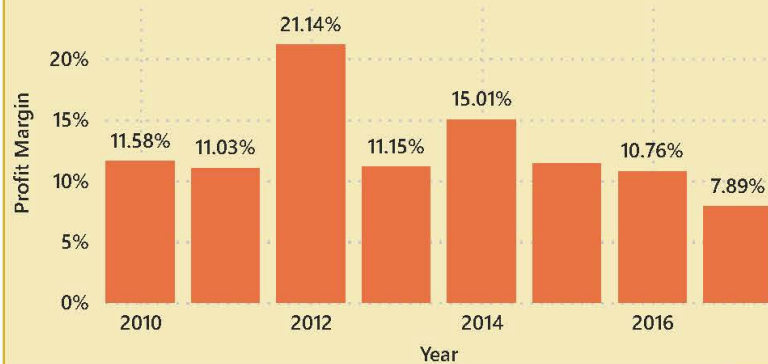
All

All

All

All

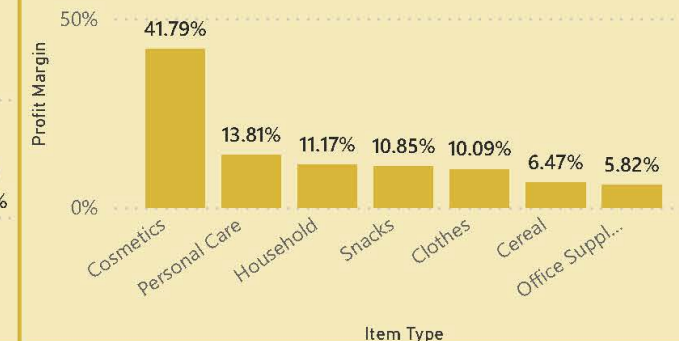
Profit Margin by Year



Profit Margin by Month



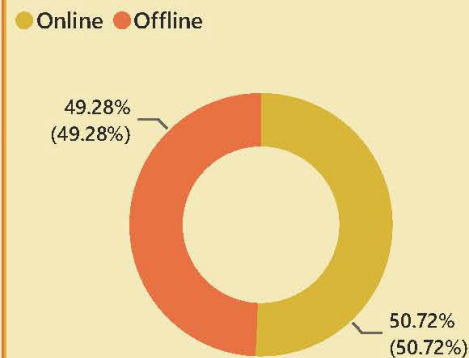
Profit Margin by Item Type



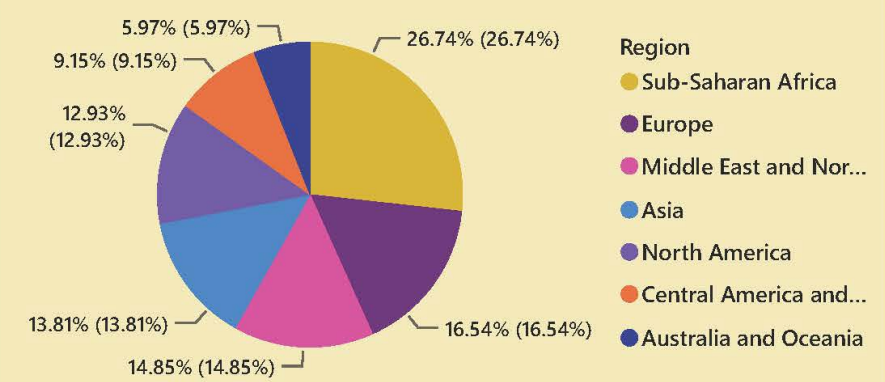
Profit Margin by Year and Quarter

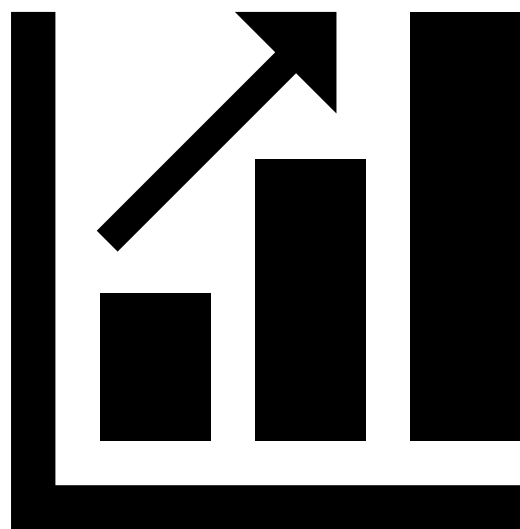


Profit by Sales Channel



Profit Margin by Region





THANK YOU

