Amazon Sales Dashboard

Overview

An Amazon sales dashboard for the United States provides a snapshot of sales performance, including total revenue trends, product category breakdown, geographic sales distribution, top-selling products, customer demographics, key performance indicators, profit growth year on year, categories and sales vs profit distribution.
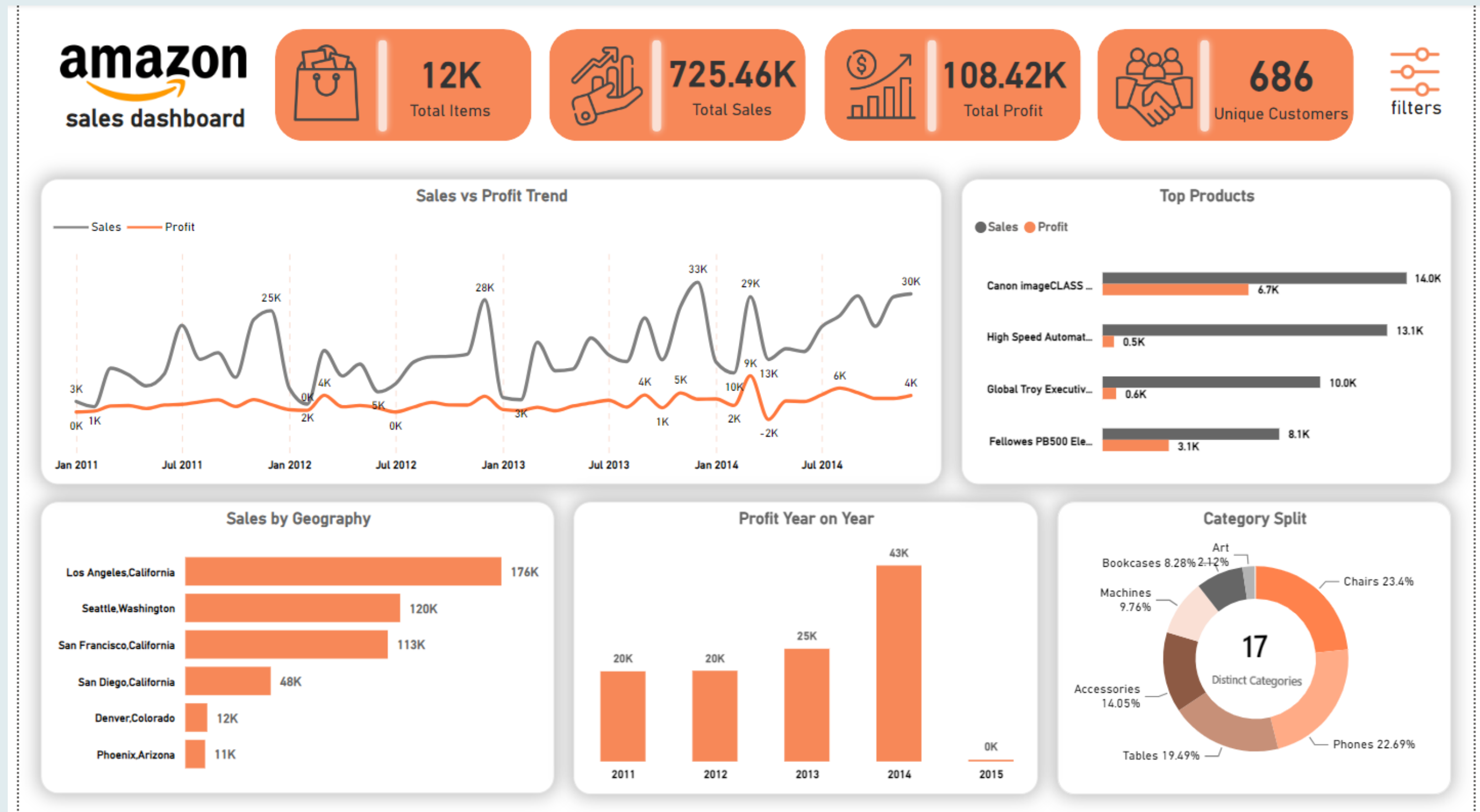
Here's a detailed summary of the Amazon sales dashboard built using Power BI and data from Kaggle, focusing on USA geography:

- Data Source and Overview:
  - Data sourced from Kaggle, limited to sales data for the USA.
  - The dashboard provides an overview of sales performance, profit, and other key metrics.
- Total Sales and Profit:
  - Visualizations display total sales and profit trends over time, allowing users to analyze performance year-on-year or month-on-month.
  - Line charts is used to visualize these trends, with annotations for significant events or milestones.
- Category Split:
  - A donut chart illustrates the breakdown of sales by product category.
  - Users can get the percent split for each category to view detailed information about top-selling products and profitability.
- Top Products in Sales and Profit:
  - Clustered bar charts showcase the top-selling products based on sales revenue and profit.
  - Users can filter by time period to see which products performed best over specific periods
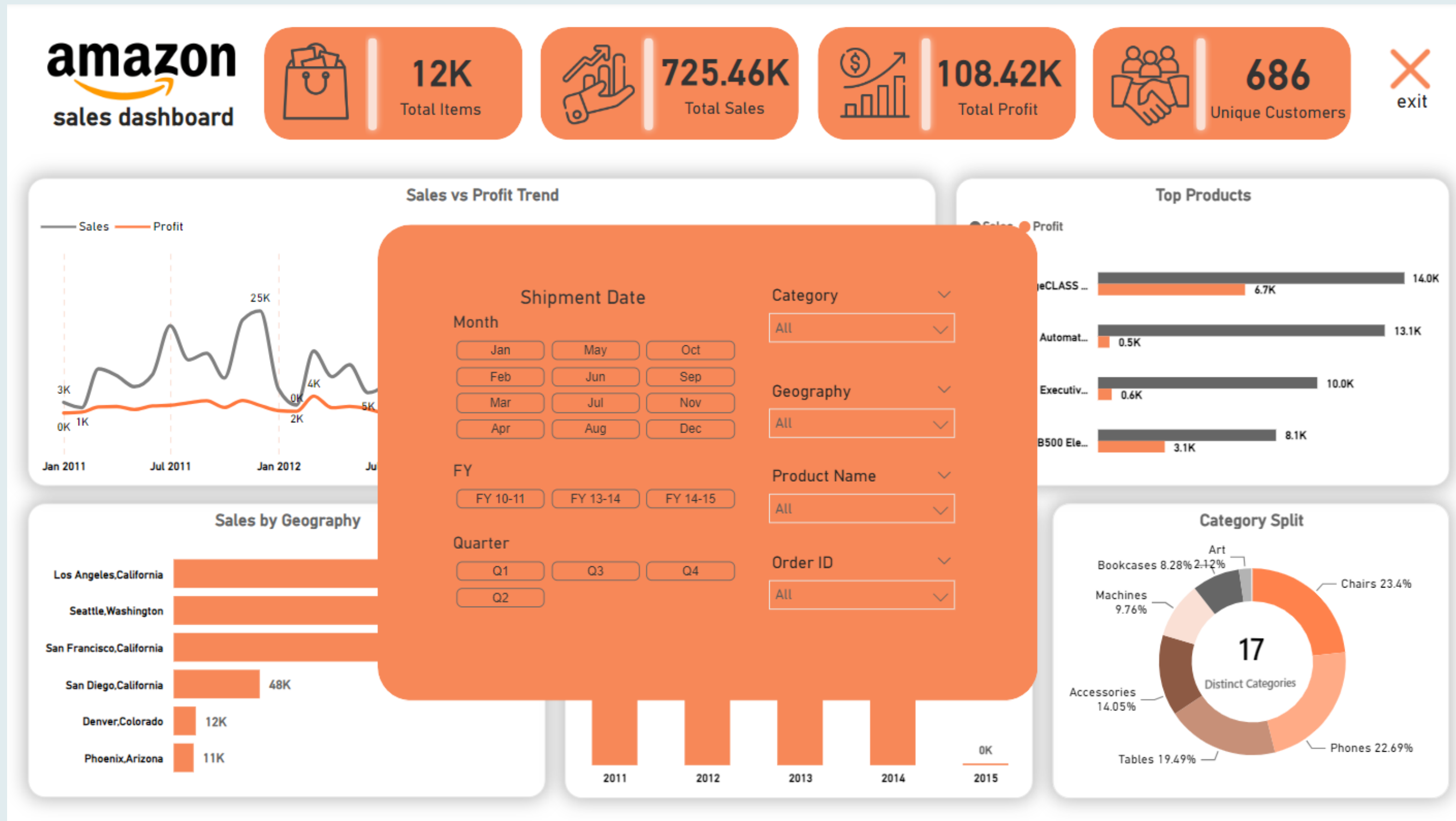
- Profit Year-on-Year:
  - A bar chart compares profit year-on-year, highlighting growth or decline.
  - Users can analyze factors contributing to changes in profitability over time.
- Geographical Sales Analysis:
  - A stacked bar visualization displays sales data geographically, with color-coding indicating sales volume or revenue by region.
- Stunning Visual Design:
  - The dashboard uses a visually appealing color palette, with vibrant colors and modern design elements to enhance user engagement.
  - Attention is given to layout, typography, and data visualization techniques to create a visually stunning experience.

- Bookmarks and Interactivity:
  - Bookmarks are utilized to save different views or states of the dashboard, allowing users to quickly navigate between key insights.
  - Interactive elements such as slicers, filters, and drill-down options provide users with flexibility in exploring the data.
- DAX Calculations:
  - DAX (Data Analysis Expressions) formulas are used to calculate key performance indicators such as profit margin, year-over-year growth rate, and contribution to total sales.
  - These calculations provide deeper insights into sales performance and profitability trends.
- External Visuals:
  - Custom visuals integrated to enhance data visualization capabilities.
  - For example, dynamic rotating tile/interactive visualizations from third-party sources incorporated to enrich the dashboard's functionality.

Dashboard View

amazon
sales dashboard

12K Total Items	**725.46K** Total Sales	**108.42K** Total Profit	**686** Unique Customers

filters

Sales vs Profit Trend

— Sales — Profit

33K
28K
29K 30K
25K
13K
9K
10K
4K 5K 6K
3K 4K 4K 4K
1K 5K 3K 1K 2K
0K 2K 0K
0K 2K
-2K

Jan 2011   Jul 2011   Jan 2012   Jul 2012   Jan 2013   Jul 2013   Jan 2014   Jul 2014

Top Products

● Sales ● Profit

Canon imageCLASS ...	14.0K / 6.7K
High Speed Automat...	13.1K / 0.5K
Global Troy Executiv...	10.0K / 0.6K
Fellowes PB500 Ele...	8.1K / 3.1K

Sales by Geography

Los Angeles,California	176K
Seattle,Washington	120K
San Francisco,California	113K
San Diego,California	48K
Denver,Colorado	12K
Phoenix,Arizona	11K

Profit Year on Year

43K
20K   20K   25K
0K
2011   2012   2013   2014   2015

Category Split

17 Distinct Categories

Art 2.12%
Bookcases 8.28%
Machines 9.76%
Accessories 14.05%
Tables 19.49%
Chairs 23.4%
Phones 22.69%

DAX Used in the Dashboard

- FY = IF (AND ('Amazon Sales'[Ship Date]>= DATE (2010, 4, 1),'Amazon Sales'[Ship Date] <= DATE (2011, 3, 31)), "FY 10-11", IF (AND ('Amazon Sales'[Ship Date]>= DATE (2011, 4, 1),'Amazon Sales'[Ship Date] <= DATE (2012, 3, 31)), "FY 13-14",IF (AND ('Amazon Sales'[Ship Date]>= DATE (2012, 4, 1),'Amazon Sales'[Ship Date] <= DATE (2013, 3, 31)), "FY 13-14",IF (AND ('Amazon Sales'[Ship Date]>= DATE (2013, 4, 1),'Amazon Sales'[Ship Date] <= DATE (2014, 3, 31)), "FY 13-14", IF (AND ('Amazon Sales'[Ship Date]>= DATE (2014, 4, 1),'Amazon Sales'[Ship Date] <= DATE (2015, 3, 31)), "FY 14-15")))))

- Quarter = IF(([Month]>=4 && [Month]<7),"Q1",IF(([Month]>=7 && [Month]<10),"Q2",IF(([Month]>=10 && [Month]<=12),"Q3","Q4")))

- TimeLine = FORMAT('Amazon Sales'[Ship Date], "MMM")

- Month = MONTH('Amazon Sales'[Ship Date])

The calculations are done for Financial year filters and the trend charts from the column Shipped Date.

Thank you for listening!

Ritish .