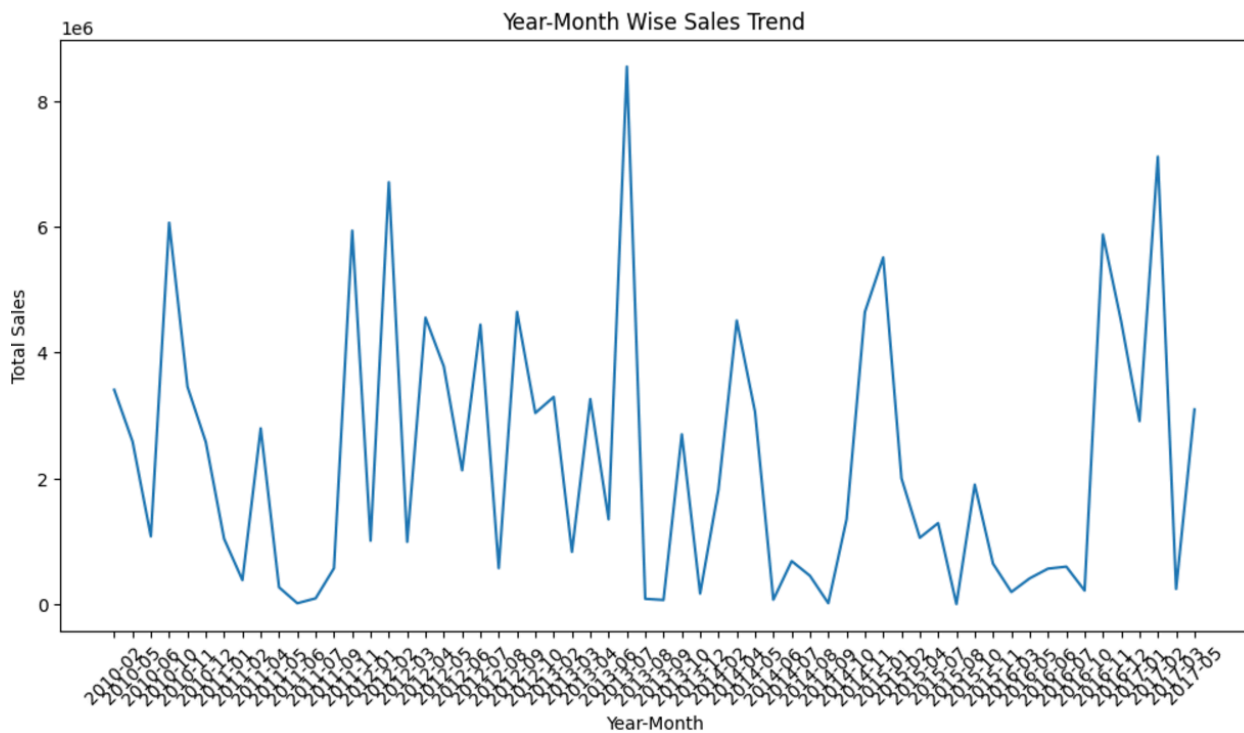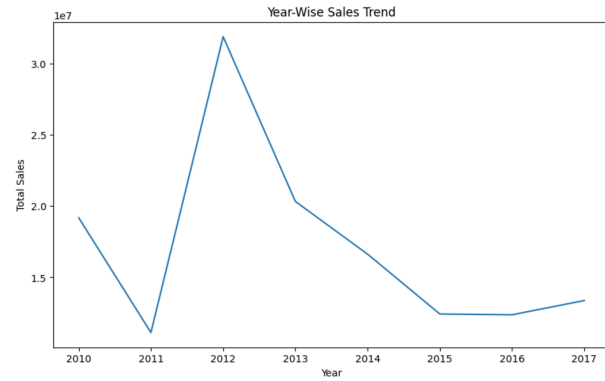# Analyzing Amazon Sales data

## Wireframe Documentation

Data Preparation

The dataset was cleaned and transformed using Python in Google Colab. The ETL (Extract, Transform, Load) process ensured data readiness for analysis, including removing duplicates, handling missing values, and formatting dates.

## Data Upload to Power BI & Establishing Relationships

The cleaned dataset was imported into Power BI for analysis. A Date Table was created and related to the main dataset to enable time-based analysis.

Relationships were set between the Date Table and the primary dataset using a one-to-one mapping based on the 'Date' column. This allowed efficient time-based filtering for visuals.
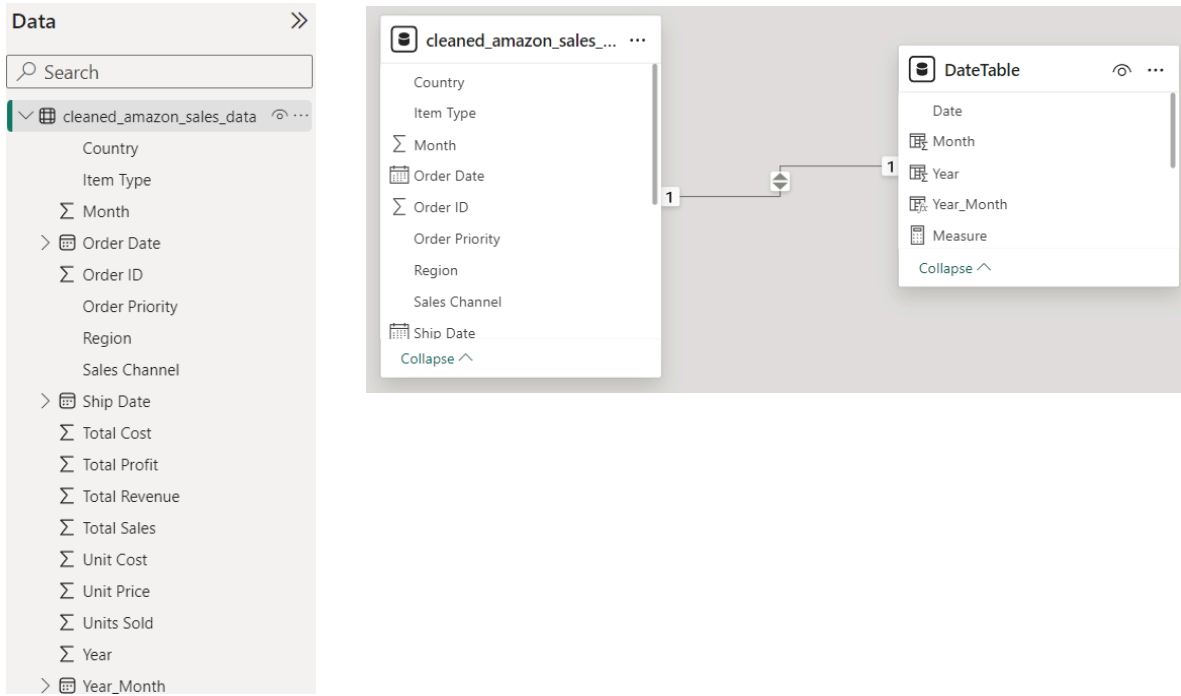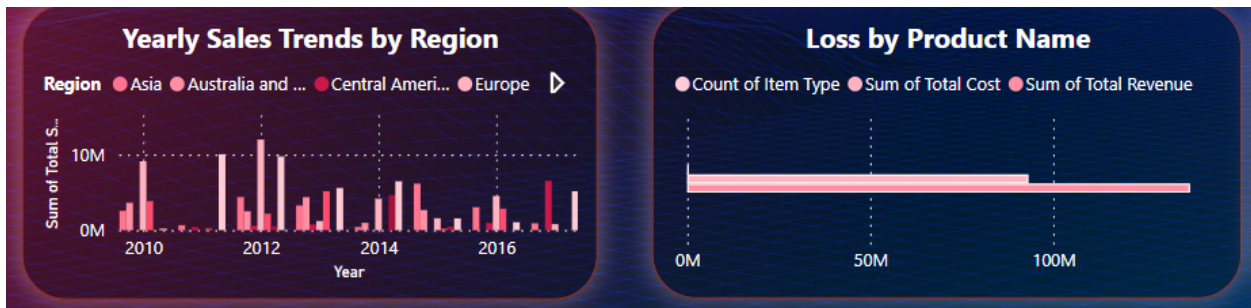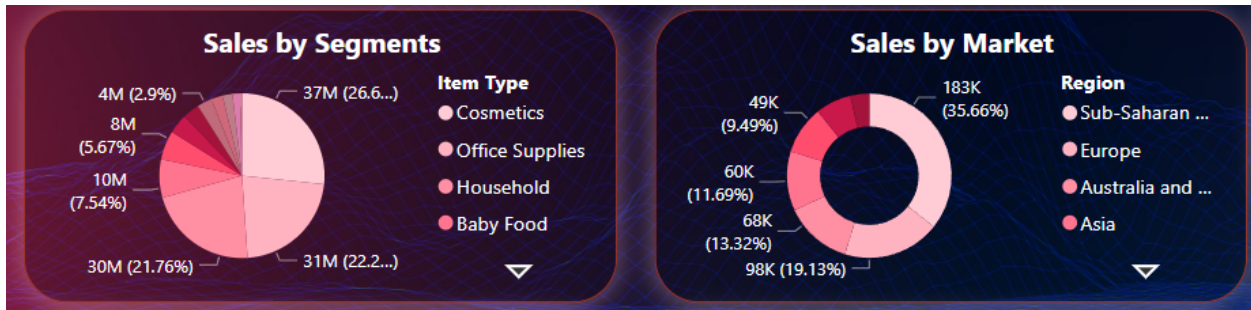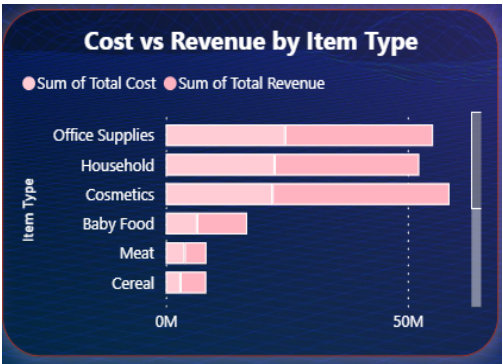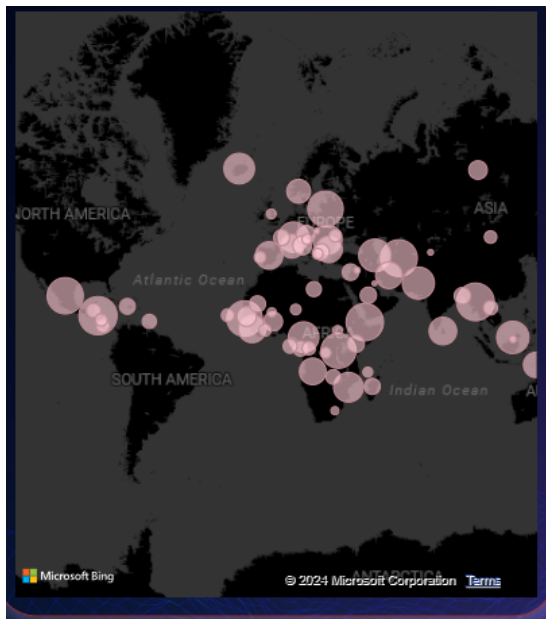

Building Key Metrics

Key performance indicators (KPIs) were calculated, including Total Sales, Total Revenue, Total Cost, and Total Profit. These metrics were displayed prominently in the dashboard as KPI cards.
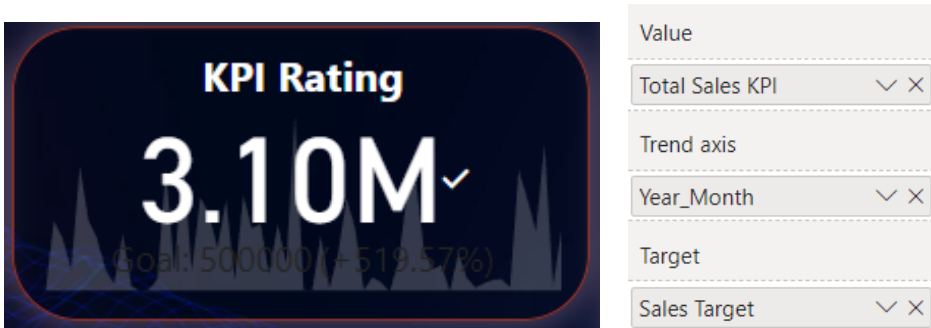
Adding Visualizations

The dashboard includes a geographic map that visualizes global sales distribution across key regions, a pie chart showcasing the proportion of sales by product segments, and a donut chart highlighting regional sales contributions. Additionally, bar graphs provide a comparison of cost versus revenue across different item types, offering insights into profitability trends

Final Dashboard Design